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ABSTRACT

This annual compilation by the Association for Education in Journalism describes master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States between July 1, 1971, and June 30, 1972. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines, and to professionals in the media of mass communication. It contains 374 abstracts submitted from 57 colleges and universities, including 48 doctoral theses and 326 master's theses. All abstracts were prepared by the students or their advisors. The abstracts are arranged in alphabetical order under doctoral dissertations and master's theses. An author index and a complete subject index are included. (RB)

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INTRODUCTION

Journalism Abstracts is an annual compilation by the Association for Education in Journalism of master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines and to professionals in the media of mass communication.

This book, Volume 10, contains 374 abstracts submitted from 57 colleges and universities. It includes 48 doctoral dissertations as opposed to 81 last year; however, 326 master's theses as opposed to 294 last year. The number of schools and departments participating this year increased by 16 from last year's 41.

Comparisons become more significant when the reader goes back to Volume I (1963). That book contained 158 abstracts, (17 dissertations, 141 theses) collected from 27 schools.

The 1972 book includes those theses and dissertations accepted from July 1, 1971 to June 30, 1972. In addition, a few abstracts that missed the deadline for the previous year's volume are included. All abstracts were prepared by the students themselves or by their advisers.

While complete coverage is the goal of this series, a few schools and some students fail to participate. However, on the basis of this year's response from 57 institutions, the editor estimates coverage is approaching its goal and that Volume 10 includes 90 per cent or more of the theses and dissertations accepted during the publication period.

ACKNOWLEDGEMENTS

The editor first wishes to express his appreciation to all students and advisers whose cooperation made this tenth volume possible. The editor, in his first year in this role with Journalism Abstracts, owes a debt of gratitude for counsel and assistance to Wayne A. Danielson, a past editor and chairman of the AEJ Committee on Publications and Harold W. Wilson, AEJ publications manager.

A very special vote of thanks goes to Mrs. Ouita M. Tomlin of The Ohio State University School of Journalism staff whose conscientious completion of all secretarial details made the editor's role sheer joy. Recognition is also accorded James D. Harless, Paul V. Peterson and Galen R. Rarick of the School of Journalism faculty for invaluable assistance in indexing abstracts by subject matter, a chore far more difficult than the casual reader would note. F. Thomas Gaumer, also of the School faculty, supervised printing arrangements. Journalism student Bruce M. Batchelor painstakingly copyread every word of the original copy and then the processed copy. Finally, a vote of appreciation to the entire faculty and staff of the School of Journalism for their recognition of the importance of this publication and for their cheerful acceptance of inconveniences during its preparation.

Ohio State is happy to have been able to render this service to AEJ colleagues.

--W.E.H.
Columbus
August, 1972

See next page for:

Organization and
Obtaining Complete Studies.

ORGANIZATION

The abstracts are arranged in alphabetical order for doctoral dissertations first and then for master's theses.

An author index appears in the Table of Contents. A complete subject matter index begins on page 239. Numerals used in the subject matter index refer to the ABSTRACT NUMBERS which precede each abstract in the book and not to page numbers. This system allows eventual computerized automation of the indexing process.

OBTAINING COMPLETE STUDIES

Many of the doctoral dissertations described in this volume may be ordered on microfilm or in Xerox copies from University Microfilms, Inc., 300 North Zeeb Road, Ann Arbor, Michigan 48106.

Master's theses usually may be borrowed through the Inter-Library Loan Service from the university library in which they are shelved. Most large libraries will provide microfilm or Xerox copies on request.

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Ph.D. Dissertations

THE INFLUENCE OF FAMILY TYPE ON THE CHILD'S ORIENTATION TO TELEVISION VIEWING

John David Abel, Ph.D.

Indiana University, 1971

Adviser: Keith W. Mielke

In previous studies, a four-fold typology of family interaction patterns was developed. The typology is based on two dimensions: (1) degree of socio-interpersonal orientation; and (2) degree of concept-idea orientation. The purpose of this research was to examine the association between family types and children's preferences in television programming. Eight hypotheses were derived from the more general features of the four family types, dealing with similarities of program preferences between mother and child.

Survey methodology was used. Respondents were 654 mother-child pairs. The method required that the children (all 10-12 years of age) rank-order six categories of television programs. The children completed three such rankings: (1) their own preferences; (2) what they thought their parents would prefer them to watch; and (3) what they thought their mother herself would prefer to watch. The mother completed two such rankings: (1) her own viewing preferences; and (2) what she believed her child should watch. Each mother also completed a questionnaire about general parent-child relationships and interactions. This data served as an independent basis for assigning the family to a category or type. From these rankings of program categories, three rank-order correlation coefficients were computed and cross-tabulated with family types as tests of the hypotheses.

The specific research hypotheses evolved from two general predictions: (1) that families with high socio-interpersonal orientation would be associated with high similarity between parental desires and children's preferences in TV programming; and (2) that families with high concept-idea orientation would be characterized by more diversity between mother and child in program preferences.

The rank-order correlations, each of which represents in a single index the degree of similarity between child-mother programming preferences, were different among the various family types. The results of the research indicate that children from families with high socio-interpersonal orientation have viewing behaviors more similar to what they believe their parents would prefer them to watch than do children from families with a concept-idea orientation. Also, children's programming preferences are more similar to their mothers' preferences for their children among families with high socio-interpersonal orientation than among concept or idea-oriented families.

It was concluded that children from families with a socio-interpersonal orientation have more restrictions placed upon their television input and are more sensitive to what they believe their parents would prefer them to watch. It is believed that this restrictiveness is not based on an adoption of the parental attitudes about television by choice, but on the child's sensitivity to the interpersonal climate of his family and his fear of upsetting or disturbing that climate.

About 33% of the children and 35% of the mothers indicated that they watch approximately three to five hours of television each

day. Less than 20% of the mothers estimated that their children watched from three to five hours each day.

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IRAQ'S JOURNALISM AND
POLITICAL CONFLICT 1956-1963

Ghazi Ismail Al-Gailani, Ph.D.

University of Iowa, 1971

Advisor: James W. Markham

Newspaper censorship has been practiced in Iraq since the first newspaper was published in 1869. Since 1963, the press has been nationalized. After a brief investigation of the background of the press-government relationship from 1869, the study analyzes this relationship from the Revolution of 1958 until 1963, seeking out the determining factors in press performance.

The inquiry into press-government relationships is based on two theoretical propositions: (1) under government press control, political instability increases, and (2) under relative press freedom, escalation of political agitation leads to press suppression by the government.

Methodology of the study is fundamentally historical and analytical. Chapter I deals with the Ottoman-British period under which the press led the fight against colonialism. Under the Monarchy from 1932 to 1958, the press continued its struggle for freedom under a strict licensing law. When the Press Act of 1954 was enacted, political journalism was suppressed and political parties were dissolved, leaving only a handful of pro-government newspapers to publish. From 1954 to 1958 political press underground activities intensified, leading to the July 14, 1958, Revolution, led by Abdul Karim Kassem, which changed the political order from a monarchy into a republic. After Kassem came to power in 1958, he permitted relative press freedom for about one year, but political rivalries and press attacks forced the government to clamp down on the press once again.

The study focuses on the Republican period, 1958-1963. Analyses of the direction of editorials in the leading newspapers by categories over the period, studied and compared with editorial direction during the pre-revolutionary period from 1956-1958, provided a measure of press performance.

The data tend to support Schramm's theoretical proposition that Communist strategy leads to elimination of oppositional opponents. As Kassem granted more press freedom, factional forces erupted, and newspaper criticism became more irresponsible, the government became more rigid, eventually bringing about its own total collapse.

The study speculates on the unfortunate findings that press freedom was not wisely used by editors or by government leaders. Thus, in a developing country such as Iraq, the press is faced with the problem of supporting the authorities in order to assure its survival (and that of the regime) during political upheaval. The cause of national identity and unity seems to require the press to publish dispassionate, constructive criticism rather than radical attacks.

Primary sources include the Iraqi newspapers themselves in English and Arabic, government documents, press laws, and the bulletin of the Iraqi News Agency.

A COMPARATIVE CONTENT ANALYSIS OF NEWSPAPERS UNDER JOINT PRINTING AGREEMENTS

Birthney Ardoin, Ph.D.

Ohio University, 1971

Advisor: Guido H. Stempel III

In recent years, questions have been brought up on the courts and in Congress about the legality of joint printing agreements and the competitiveness of newspapers under these plans. The situation which first brought about the controversy concerned the agreement between the Arizona Daily Star and the Tucson Daily Citizen. The Justice Department, in a complaint filed January 4, 1965, contended that the two papers, through their joint printing agreement, had been violating antitrust laws since 1940.

In January, 1968, the District Court ordered that the Citizen divest itself of the Star and modify the joint plan so as to eliminate the price-fixing, market control and profit-pooling provisions. The decision was upheld by the U.S. Supreme Court in March, 1969.

This action by the courts, however, only prompted opponents to battle for legislative immunity. By July 15, 1970, the bill, entitled "The Newspaper Preservation Act," cleared both Houses and was signed into law.

The interesting aspect of this battle in Congress is that the newspaper industry, itself, was split. Proponents of the bill contended that it would preserve news and editorial competition. Opponents felt that such agreements ended competition.

Despite all the arguments, no solid evidence was offered to prove or disprove these contentions. This study is concerned with two primary questions: whether newspapers under joint printing agreements preserve two distinct news and editorial voices in a community and whether significant changes occurred in the content during the time these newspapers faced intense legal pressures. It is hypothesized that during periods of legal pressure there are significant differences in the content of these newspapers. But without legal pressures, there are no significant differences.

The data were collected from two composite-week samples in two time periods: 1964, a period of no legal pressures; and 1968, a period of intense legal pressure. Thirty-six of the forty-four newspapers under joint printing plans were studied. Monday through Friday issues were selected and each item was coded according to type, locale, source, space and subject matter. Comparative content analyses were made between each pair of newspapers in each time period. These comparisons were concerned with news content, editorials, columns of opinion, letters to the editor, pictures and front page coverage. Measurement was in proportional space, emphasis ranking and frequency of items.

Results of this investigation present a negative response to the question of whether joint printing newspapers maintain two different voices in a community. Although some differences are found in a few comparisons, these appear to be atypical of the papers as a group since no consistent overall patterns are formed. Only in the areas of proportional space devoted to news pictures and space devoted to locality are there any consistent significant differences. In addition, no evidence is found to indicate that legal pressures have an effect on the con tent.

THE RELATIONSHIP BETWEEN TELEVISION VIOLENCE VIEWING PATTERNS AND AGGRESSIVE BEHAVIOR IN TWO SAMPLES OF ADOLESCENTS

Charles Kenward Atkin, Ph.D.

University of Wisconsin, 1971

Advisor: Jack McLeod

Field survey methods were used to examine the relationship between exposure to violent television programming and aggression among 473 teenagers in Maryland and 151 Wisconsin adolescents. The Wisconsin sample was administered questionnaires and their mothers personally interviewed in late 1969 and late 1970, while the Maryland group completed questionnaires only in 1970.

Analyses showing substantial internal consistency among a set of aggression indices and a set of television viewing indices provided empirical evidence for a conceptualization of two basic behavioral syndromes: "violence viewing" and "aggressive behavior." Indices representing each type of behavior were constructed from a large number of self-report items, and from reports of parents, teachers, and peers in Wisconsin. There were moderate positive correlations between the level of violence viewing and the level of aggressive behavior; this relationship was found across most self-report and other-report aggression indices, for both boys and girls and for both junior high students and senior high students in each state. Averaging across the two samples, there was an overall correlation of +.31 between the overall violence viewing index and the overall self-report aggression index. In Wisconsin, there was an overall correlation of +.17 between the overall violence viewing index and the overall other-report aggression index based on data from each child's mother, teacher, and classmates.

To determine whether the relationship was spurious, a number of factors were statistically controlled or held constant. In these analyses, the magnitude of the correlations was reduced slightly, but the basic relationship remained moderately positive when these variables were considered: age, sex, socio-economic status, mental ability, general television viewing time, parental affection and punishment, the child's learning of aggression from TV, and his irritability.

The only variable that clearly interacted with the violence viewing-aggression behavior relationship was parental emphasis on non-aggressive behavior. Where parents stressed non-aggressive reactions to conflict situations, the association tended to be somewhat lower, averaging +.20; the correlation averaged +.39 where this type of response was not taught by the parents.

While a robust association between the two key variables was demonstrated by these analyses, the correlational nature of the data did not allow a definitive selection between the two hypotheses that might explain the association: the long-term exposure to TV violence leads to the performance of more aggressive acts, or that aggressive children watch more violent programming by selectively exposing themselves to content that is consistent with their aggressive attitudes, values, taste, and behavior. Various multivariate analyses and conceptual specification of the most plausible independent and dependent variables provided evidence indicating that the aggression-to-viewing hypothesis was the least tenable explanation for the obtain-

ed findings. On the basis of the best available evidence, then, it is tentatively inferred that the primary causal agent is violence viewing, rather than aggressive behavior or some third variable.

Although it is impossible to generalize these findings to other samples and settings with any assurance, the close replication of the basic association in two widely separated locations increases the confidence that the relationship is not an accident of the particular sample that was used. In the absence of additional evidence, however, these findings can not be judged as conclusive enough to serve as a solid basis for policy decisions. There is still a reasonable doubt that television programming leads to aggression, and the burden of proof must lie with those who assert such a relationship before any regulatory actions are undertaken. In any event, it is unlikely that TV violence will be shown to be among the primary causes of aggression; certainly it is not the sole determinant of aggressive behavior, as the largest correlations account for only about one-tenth of the variance in aggressive behavior.

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A READERSHIP SURVEY OF THE TEXAS OUTLOOK

Bob J. Beames, Ph.D.

East Texas State University, 1971

Advisor: Grady Tice

Texas Outlook, official publication of Texas State Teachers Association, reaches some 95 percent of Texas public school educators. The study was planned: (1) to ascertain the extent of readership by school employees of Texas Outlook and of five types of article categories--editorials, research reports, T.S.T.A. activity reports, legislative affairs, and classroom procedure articles; (2) to determine the influence exerted by each of the types of articles; (3) to isolate points where a significant difference in readership or perceived influence occurs based on teaching position, school district size, teaching experience, and sex; (4) to ascertain the magazine's strengths and weaknesses.

A random sample of 1,215 persons was selected from the more than 121,500 readers of Texas Outlook in the spring of 1969. Opinionnaires were returned by 521 members (43 percent), but only 439 contained sufficient information to allow their use. Personal information necessary to conduct a statistical analysis of the data included teaching position, teaching experience, school district size, and sex.

The opinionnaire consisted of 29 statements related to magazine readership and five open-ended questions. Participants were asked to circle one of four choices on an opinion scale: (1) Never, (2) Some, (3) Often, and (4) Always. A chi square analysis was used to determine whether there was a significant difference at the .05 level of confidence among any of the previously mentioned groupings. The hypothesis, that there was no significant difference among groups within any category, was rejected when the chi square values exceeded the established level. A weighted mean was used to show differences among groups and to identify the probable cause of significant differences.

A significant difference in readership or influence among groups within the four categories of response was found in approxi-

mately one-third of the cases, or 39 times in 116 group responses. A significant difference was found four times each in the categories of sex and school district size. By position, group categories differed ten times. Categorized by experience, a significant difference appeared twenty-one times.

Based on weighted means of group responses, administrators and experienced teachers reacted more favorably than classroom teachers or teachers with less experience in almost every area. Teachers with the least experience generally reacted less favorably than any other groups in any category. The more positive response by experienced teachers and administrators appeared to be responsible for most of the differences in opinion, for in thirty-one of the thirty-nine cases of significant difference, one of these two groups was involved in a more positive reaction.

Major conclusions were as follows: 1. The publication staff should frequently examine editorial content to determine if the magazine is providing relevant material for its readers. 2. Reasons for the less favorable attitude of less experienced teachers toward the magazine need to be studied and attempts made to bridge this gap. 3. Material should be oriented more toward the classroom teacher than the administrator. 4. Purpose of the publication needs to be clarified and a softer approach taken in "selling" T.S.T.A. to the reader. 5. News-type stories previously carried by the mass media should have added background and depth if they are used in the magazine.

AN ANALYSIS OF INFORMATION CONTENT IN NEWSPAPER POLITICAL ADVERTISING IN SELECTED SENATORIAL, GUBERNATORIAL, AND CONGRESSIONAL CAMPAIGNS OF 1970

Thomas A. Bowers, Ph.D.

Indiana University, 1971

Adviser: G. Cleveland Wilhoit

Problem: Political advertising, one of many sources of information about candidates, parties, and issues, has been the target of considerable criticism. Primarily, the criticisms concern the high cost of political advertising and the exaggeration of candidate personalities at the expense of information about issues. This study attempted to translate these criticisms into research by objectively analyzing the content of political advertising.

This study was guided by two major questions. One, what is the nature of information available in political advertising? Two, are differences in content related to the party affiliation or the incumbency status of the candidates, the type of office being sought, the nature of inter-party competition, or the geographical region?

Procedures. Advertising for senatorial, gubernatorial, and congressional candidates was analyzed in a purposive sample of newspapers in 23 states which elected both a senator and governor in November, 1970. Using the assertion as a unit of analysis, the political advertising was classified into five content categories: affiliation and support, candidate characteristics, issues, procedures and protocol, and miscellaneous. Assertions were cross-classified according to content and to certain classification variables: party affiliation, contest, incumbency, inter-party competition, and geographical region.

In addition, issue assertions were classified according to subject matter and analyzed. The coefficient of inter-coder reliability was .96.

Findings and Discussion. Forty-six percent of all assertions were related to issues, 37 percent to candidate characteristics, 8 percent to party affiliation, and 9 percent to miscellaneous information. Analysis across the classification variables revealed that candidates who were apparently less familiar to the voters emphasized personal characteristics more than issues. This was particularly true of minor party candidates and congressional candidates.

With regard to issue subject matter, advertising for Democratic candidates contained more emphasis upon economic issues and less emphasis on civil order than advertising for Republican candidates. Advertising for gubernatorial candidates emphasized economic issues more and social welfare issues less than advertising for either senatorial or congressional candidates.

The findings have many implications. Candidates may have discussed issues primarily to claim that they talked about the issues, in response to the criticisms of political advertising. On the other hand, the critics may have been wrong about the issue information in political advertising.

Additional research is suggested for the analysis of political advertising in other media, the role of the news media in analysis of political advertising, and consideration of the relevance of the information.

A KIERKEGAARDIAN THEORY OF MASS COMMUNICATION

Richard F. Boylan, Ph.D.

University of Iowa, 1972

Advisor: Hanno Hardt

Mass communication studies are based on an eclectic epistemology which draws from such strange head-fellows as naive realism and subjective idealism, all of which seem to be subsumed under a scientific-scientistic empiricism. At each level of "mass communication studies, from journalism to mass communication theory, the implication is that truth is independent of the observer. Yet there is increased pressure from other academic areas to argue that the perceiver is not independent of that which he perceives.

Within the framework of traditional theory of American press ethics, based on naive empiricism, questions of freedom and responsibility seem relatively clear cut. But what would it mean to be responsible if empiricism were discredited? What would it mean if that which has been traditionally seen as objective knowledge came to be seen as at least in part a creation of the individual knower? Such is the Kierkegaardian position.

The individual is, for Kierkegaard, the highest category. Truth is in the individual. All else is abstraction, and therefore only possibility. The crowd, although locatable in time and space and therefore in part accountable, is untruth, for it is held together by cowardly illusion. The public and the press do not even exist in space and time: there is no one paper which is "the press," nor any one writer who is "the press." No single human being is "the public;" not even any one assembly or clan is "the public." They exist

only in the illusions of those who fail to choose themselves. But as is always true of fantasies, they wield enormous power.

Individuals create for themselves the illusion of the press. The press creates the illusion of the public; it then creates opinions for the phantom public; it then "reacts" to public opinion. Yet the massive power of this fantastical institution is horribly demoralizing to the single individual; for how can one stand alone in an opinion against the gigantic and anonymous (and therefore not responsible) abstraction, "the press?" [Man is probably not great enough to disseminate through such a disproportionate means of communication.]

For Kierkegaard, subjectivity was truth, much as "Know Thyself" was the means of truth for Socrates. Subjectivity is existential knowledge, "knowledge-in" the life of a becoming individual, which can be communicated if at all only indirectly, maieutically. Objectivity, cognitive knowledge, is abstraction or "knowledge about" reality, [illegible] indifferent to the existing, becoming individual, and is directly communicable. It is the realm of reflection.

Pervasive, passionless reflection makes an individual nothing at all, for in "thinking about" a value one becomes only the "thinking about," not the value. Because reflection contains all possibilities, actualities seem inadequate. A person who is thinking about, confronted with an individual who is acting, feels not awe but only envy, for he reflects that such a possibility could have been his. Thus envy always directs itself at the single individual.

Envy could be released by decision, but when it is not, it becomes a moral resentment. Resentment causes levelling: resentment must bring down the eminent to the baseline.

The levelling process is irreversible if men seek solutions through more talking, more cleverness, more searching outward, more information or knowledge. The individual who learns from the levelling process and becomes the "greatest," simply learns himself and "becomes a man and nothing else."

But again, of course, Kierkegaard summarizes "it" best.

> Nay, truth--which abhors also this untruth of aspiring after broad dissemination as the one aim--is not nimble on its feet. In the first place it cannot work by means of the fantastical means of the press, which is the untruth; the communicator of the truth can only be a single individual. And again the communication of it can only be addressed to the individual; for the truth consists precisely in that conception of life which is expressed by the individual. The truth can neither be communicated nor be received, except as it were under God's eyes, not without God's help, not with God's being involved as the middle term. He himself being the Truth. It can therefore only be communicated by and received by 'the individual', which as a matter of fact can be every living man. The mark which distinguishes such a man is merely that of the truth, in contrast to the abstract, the fantastical, the impersonal, the crowd --the public which excludes God as the middle term (for the personal God cannot be a middle term in an impersonal relationship), and thereby excludes also the truth, for God is at once the Truth and the middle term which renders it intelligible.

DR. ALFRED C. KINSEY AND THE PRESS: AN HISTORICAL CASE STUDY OF THE RELATIONSHIP OF THE MASS MEDIA AND A PIONEERING BEHAVIORAL SCIENTIST

Paul Delbert Brinkman, Ph.D.

Indiana University, 1971

Adviser: G. Cleveland Wilhoit

Alfred C. Kinsey's contributions as a pioneering behavioral scientist in his relationship with the press have been documented in this historical case study. Using the letters, memos, clippings and other materials

available in the files of the Institute for Sex Research, Inc., and many personal interviews, the history of Kinsey and his relationship with the press was developed.

Among the questions which this study attempts to answer are these: Did Kinsey have a philosophy of press coverage prior to the publication of the first volume on the sexual behavior of the male and what was his approach to the press coverage at that time? How did Kinsey's research and the male volume become a news story? What was the interaction of Kinsey and the press in the years between the publication of the male volume and the female volume? How did the coverage of the male volume by the primary disseminators of the news story and the interaction of Kinsey and the press after the publication of the male volume influence Kinsey's approach to the press coverage of the second volume? How was the Kinsey publication agreement developed and what was the reaction of the press to it? How did the publication agreement shape the approach of the science writers and other journalists in their coverage of the female volume?

On April 19, 1947, preceding publication of the book on sexual behavior of the male, Kinsey incorporated his research under the title of Institute for Sex Research, Inc., with himself as president and director and his associates as the other trustees of the Institute. There were no formal provisions made at the time of the Institute's establishment for publicity and public relations.

Kinsey strove mightily to suppress premature press publicity on his research. His position on press coverage prior to the publication of the male volume was that every journalist should have the same opportunity to report his research. Kinsey's research and his book on the male became a news story almost overnight after the publication of Sexual Behavior in the Human Male in 1948.

In preparation for the female book's publication, Kinsey took more care than he had previously in explaining his research to journalists and arranged a series of briefing sessions in Bloomington. He developed a three-page agreement about the use of his research findings which the journalists were asked to sign. The restrictions which Kinsey set up were tied to the copyright laws as interpreted by him and the staff of the Saunders Publishing Company. The 13 provisions in the contract which the journalists had to sign to get access to the page proofs dealt with the amount of material that could be used and how and when it could be used.

Most of the journalists signed the agreement without objection. The journalists knew that Kinsey had something that they wanted and they did what they had to in order to get it. There were some objections from the wire services, but for the most part, the agreement and its provisions helped to facilitate the coverage of the female book.

The press grew to respect Kinsey, but there was still more criticism of him and his work than he could understand. The overall reaction to Kinsey's report on the female from the press and the public was almost completely opposite that of the male report. With the male book, there was little interest before the book was published, but an overwhelming reaction after publication. With the female book, most of the reaction came before publication, and interest seemed to fade after the book was published. Kinsey remained in the news until his death in 1956, but he

was somewhat disappointed by the reaction to the female book.

This study suggests that if there is a lesson to be learned from the study of Kinsey and the press it might be that there is a need for a perceptive presentation by the press of the interdependence of science and society. For this to be accomplished, there is a need for the scientists and journalists to develop a good working relationship. The indications are that Kinsey performed well in this relationship with the press.

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PUBLIC INTEREST AS A FUNCTION OF THE FIRST AMENDMENT IN BROADCASTING: A STUDY OF THE NEW TECHNOLOGY AND SOME OLD ASSUMPTIONS.

Walter Bunge, Ph.D.

University of Minnesota, 1972

Adviser: Donald M. Gillmor

The purpose of this study was to test the proposition that the public interest, which Congress has demanded the broadcast industry serve, may best be defined and fulfilled by interpreting public interest in broadcasting in terms of the First Amendment.

Several contentions serve as a base for testing the proposition. These are:

1) That the phrase public interest as a demand placed by Congress on broadcasters through the FCC, has only been defined ad hoc, never adequately and never exclusively within the framework of the First Amendment;

2) That in order to meet the demands of a public interest, the broadcast industry must, whenever possible, enjoy the same First Amendment protections as other mass media. In order to justify this contention a distinction is made between the concept of public interest as it applies to the broadcasting industry and as it applies to other industries;

3) That a new technology in the broadcast media provides a unique opportunity to translate into practice a new definition of public interest;

4) That it is within the new broadcast technology, embodied in innovations such as the coaxial cable and the wired city, that the public interest and the First Amendment are put together.

Underlying these contentions are several related propositions which are examined. These propositions are:

1) It is possible technologically to remove the limitation on broadcasting channels. Since this limitation is the rationale for broadcast regulation it becomes possible drastically to reduce regulation of broadcasting as practiced in the United States;

2) Unregulated content of broadcast channels leads to a diversity which best fulfills the demands of the First Amendment.

To examine these propositions this descriptive study analyzes Supreme Court decisions, FCC documents, rules and decisions and research in the field. It examines some of the economic, technical, legal and administrative limitations placed on broadcasting.

The study examines public interest in broadcasting from the perspective of political philosophers, the FCC and the courts and concludes that the term has never been clearly defined even though it is an operational term in American society and operates for broadcasting within an area bounded by present limited technology.

The study examines what Courts have said about the function of the First Amendment as it relates to the freedoms of speech, print media and broadcast media and concludes that

the concept of the public interest, as defined in terms of the First Amendment, can be put into operation when the boundaries on the number of channels available in broadcasting are removed by cable communications. The study suggests that public utility status for cable communications will permit the new role for public interest to be carried out most satisfactorily.

The new technology of cable communications, particularly if it serves in the capacity of a common carrier, removes the restrictions on free speech that have been imposted for the past 40 years on broadcast speech and thus the new technology serves the public interest, an interest that has been inadequately defined and inadequately served in broadcasting.

The conclusion is reached that the rights and duties of broadcasters must be reconciled with the traditional interpretations of the First Amendment and that these two come together in cable communications. The freedom of speech cases offer the legal basis for a reconciliation which has not been made heretofore because of the limited-channel nature of broadcasting and because of the unreliable and inconsistent interpretation that the FCC has put on the concept of public interest.

The demands of this newly defined public interest may be served when the current limits on broadcast speech are removed through the new technology.

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THE MASS MEDIA OF MEXICO:
OWNERSHIP AND CONTROL

Richard Ray Cole, Ph.D.

University of Minnesota, 1972

Adviser: Raymond B. Nixon

Mexico has often been cited as a model for the Latin American countries because it has overcome social, economic and political problems that others have not, and because it has exhibited relative political stability for the past 50 years.

This study analyzes ownership and control of the Mexican mass media system in regard to social, economic and political characteristics of the media and of Mexico itself. The following questions are posed:

1. What is the ownership structure of the Mexican mass media?
2. How much concentration of ownership exists?
3. Who are the more influential owners?
4. What types of controls other than ownership exist?
5. How are these controls related to the political system?

Data from documentary sources and from interviews conducted in Mexico during the summer of 1970 are utilized; more than 50 interviews with media owners, their critics, government officials and university professors were conducted.

Although the study touches on magazines, the cinema and books, the emphasis is on newspapers, radio and television. Origins and growth of the media are described, and present-day ownership is analyzed according to the particular medium, type of concentration and geographical area, with emphasis on the Distrito Federal, where the more important media are located. Influential owners are described according to level of ownership pattern: multiple ownership in a single medium, cross-media ownership and cross-industry ownership. A pyramid of societal, governmental and institutional controls is constructed, with detailed examination of controls peculiar to Mexico or to the Latin culture.

From the analysis, it appears that the following propositions are justified:

Ownership

1. A tendency toward concentration of mass media ownership exists in Mexico, where newspaper, radio, television and cross-media chains are growing in size and number.

2. Various types of ownership concentration exist in Mexico, but the overall concentration is not so heavy as is evident in several other Latin American and many other developing countries, and in such developed nations as West Germany, England and Ireland. On the other hand, a few powerful individuals control large and influential media enterprises.

3. A tendency exists toward conglomerate ownership of media and nonmedia firms.

Control

1. The Mexican mass media system has more controls than the U.S. system, but certain Mexican media controls are characteristic not so much of the media as they are of the culture.

2. While controls such as Pipsa (the government-controlled national newsprint agency) may have instilled possible restraints on media performance, they have encouraged overall media development and may have contributed to greater stability in Mexico as compared with other Latin American nations.

3. Although varying degrees of censorship and government management of the media have been operative at times, general economic and social controls--and more subtle factors including publishers' influence groups and informal transmission of owners' economic and political policy--have been operative continuously.

THE STANDARDIZED COMMUNITY SURVEY FOR NEWSPAPERS: A STANDARDIZED, LOW COST, SYSTEMATIC AND OBJECTIVE METHOD FOR NEWSPAPERS TO OBTAIN INFORMATION ABOUT THEMSELVES AND THEIR COMMUNITIES

Erik Louis Collins, Ph.D.

Syracuse University, 1972

Adviser: Jack B. Haskins

The purpose of the research presented in this dissertation is to develop a standardized, low-cost, systematic and objective method for newspapers to obtain information about themselves and their communities. Tentatively entitled the Standardized Community Survey for Newspapers, the research is a self-contained mail survey in research kit form. The survey kit contains models for printing of questionnaires and other survey materials, standardized instructions for conducting the mail survey and a computer program for analysis of the survey data. This information will be useful in planning and evaluating changes for such specific areas within a newspaper's operation as the editorial, advertising, and circulation departments, as well as in guiding management in the overall direction of a newspaper.

The need for the research was found in the responses to a nationwide survey of newspaper decision makers and in the writings of experts in the field of journalism. The concept of a self-contained research kit was developed to overcome objections to (a) the cost of contracted research and (b) the methodological problems associated with research attempted by non-professional researchers. The survey techniques and procedures were based on a literature review of theoretical and methodological sources. The materials and techniques were then pretested on small

audiences. Full scale pilot studies were conducted in three different communities to test the survey under real life conditions.

Principal conclusions drawn from the research were that:

1. The survey kit is capable of being successfully administered by persons totally unfamiliar with social science surveying techniques with an acceptable response rate.
2. The results of the survey provide much of the information newspaper decision makers have requested for evaluating themselves and their communities.
3. The survey kit substantially reduces the costs of the research compared to the estimated costs of similar research obtained by more traditional means.

A review and evaluation of experimentally tested techniques for improving response rates to mail surveys is included, along with the findings from four original experiments to test the effects of (a) the survey sponsoring organization, (b) the choice of a premium, (c) a follow-up telephone call, and (d) a second follow-up mailing of the questionnaire on mail survey return rates.

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EFFECTS OF TEMPORAL SPACING ON CHILDREN'S COMPREHENSION AND BEHAVIOR FOLLOWING EXPOSURE TO MEDIA VIOLENCE

Willard Andrew Collins, Ph.D.

Stanford University, 1971

Advisor: Nathan Maccoby

This study tested the hypothesis that temporal separation of negative motivation and consequence cues from aggressive scenes in typical violent media presentations may make it difficult for younger, less cognitively capable viewers to relate the negative cues to the aggressive depiction. In this case, young viewers would be affected by the aggression rather than the negative motivation and consequences associated with it.

Third-, sixth- and tenth-grade Ss saw either (1) a version of a half-hour television drama in which negatively motivated, punished aggressive behavior was a central part of the plot or (2) a non-aggressive control film. There were two versions of the television program (1): (a) one in which two four-minute commercial sequences occurred at the beginning of the program, and then at the end had scenes depicting motivation, aggression and consequences juxtaposed; and (b) one in which the commercial sequences were inserted between motivation and aggression and between aggression and consequences.

After the TV program or film, half the subjects in each of the two experimental groups (1a and 1b) completed a questionnaire designed to measure their comprehension of the presentation. The other half of the experimental Ss and all of the control Ss completed a questionnaire unrelated to the program's content. All subjects then completed a test measuring their tendency to behave aggressively. The test involved presenting a number of hypothetical situations and asking the subject to choose one of four types of behavior (physical aggression, verbal aggression, leaving the field, positive coping) that were presented in a paired-comparison format. There were three types of situations: (1) those identical to situations depicted in the program; (2) those similar, but not identical, to the program; and (3) those unrelated to the program, but presumably representing plausible real-life situations. Change scores were computed by subtracting the mean

number of physical-aggression choices on the post-exposure measure from the physical-aggression mean on the baseline measure taken approximately two weeks before the experimental stimulus.

The data show that third-grade Ss in the high temporal-separation condition increased significantly more in number of aggressive choices than did those in the low-separation condition. There were no differences between increase in aggression in the two conditions at the sixth-grade level or the tenth-grade level. However, there was a significant trend toward decreasing differences between the two conditions over the three grades. Relative to their baselines, all Ss changed in aggression more in situations unrelated to the program's content than in situations identical or similar to it. It was suggested that these data for third graders imply a generalization gradient for responses to situations. Girls and boys at each grade showed similar degrees of change in their tendency to choose aggressive alternatives. When dichotomized according to their levels of initial aggression, Ss who were initially low became more aggressive in the experimental conditions than in the control group; but Ss who were initially high showed lower amounts of post-exposure aggression in the experimental, compared to the control, groups.

Scores on the comprehension test improved over the grades. However, a comparison between comprehension and behavior-potential test scores suggests that the comprehension test was dependent on information that was irrelevant to subsequent aggressive behavior. There was also evidence that the comprehension test contaminated the subsequent behavior measure so that comprehension-test Ss were excluded from the analysis of behavioral effects.

Further research is suggested, and social implications of the results are discussed.

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HESITATION PHENOMENA IN THE SPONTANEOUS SPEECH OF NON-NATIVE SPEAKERS OF ENGLISH

Wayne Beall Dickerson, Ph.D.

University of Illinois - 1971

Adviser: Howard Maclay

The study is a psycholinguistic exploration into the patterning of certain hesitation phenomena found in the spontaneous speech of non-native speakers of English and the implications of these findings for a model of speaking behavior.

The subjects are six foreign students representing six different foreign-language backgrounds. The 2000-word, seventeen-minute recording, consisting of fifteen speeches, was put through a pen oscillograph so that the duration of all speech and hesitations could be measured to an accuracy of two centiseconds. The hesitation phenomena studied are (1) four pause devices, silence, [ə]-type fillers, non-phonemic lengthening, and filler words, (2) pause units--sequences of one or more pause devices, and (3) two kinds of disfluencies, repetitions and self-corrections.

The study falls into two parts. One is concerned with the question of whether native and non-native speakers of English employ the same hesitation devices, and if so, what effect less-than-native fluency has on the manner of hesitating. The second part presents a comprehensive theory of hesitation

phenomena which accounts for the way the non-native subjects use their various hesitations.

The first part of the study shows that non-native speakers use identically the same hesitation phenomena as native speakers, and that, like native speakers, their speech exhibits a rhythmic pattern of periods of extensive pausing alternating with periods of predominantly fluent speech.

The effect of less-than-native fluency is specified by the comparison of native and non-native speakers on a number of measures, such as articulation rate, frequency of pausing, disfluencies, hesitant-fluent cycles, etc. The conclusion is that non-native speakers take more time to plan their foreign language utterances, are not able to store as much of the planned speech before uttering it, and cannot speak their planning as free of repetitions and self-corrections as native speakers.

The second part of the study shows that all hesitation phenomena are focused on delivering the message to the listener in the most linguistically and temporally unified manner possible under the circumstances of spontaneous generation. The message is served by pause devices, by the use of function words in relation to pausing, by repetitions, and by self-corrections.

Pause devices within a pause unit are produced to signal to the listener the speaker's intent to continue the message or not. They are generated in linear fashion according to strict rules. Speakers maintain the continuity of their message structure by the use of function words which are spoken in the middle of larger pausing periods to show the relationship between past and up-coming clauses. Repetition also serves continuity by preserving the grammatical integrity of units at all levels in the linguistic structure that are broken by prolonged pausing or by self-corrections. Self-corrections serve the message by improving the match between the form and content of the message and the linguistic and extra-linguistic norms considered relevant at the moment.

Throughout both parts of the study, the psycholinguistic operations seemingly responsible for the various findings are outlined. All major themes in hesitation research are engaged at one point or another.

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NEWS-MEDIA SURVEILLANCE: A SYSTEM APPROACH TO PLANNING, EXECUTING, AND MEASURING NEWS COVERAGE

Albert Richard Elam, Jr., Ph. D.

University of North Carolina, 1972

Adviser: James J. Mullen

This study investigates a systematized approach to news gathering as a method of performing the news media's primary function of surveillance. The proposition explored is that the news-gathering system should be more cognizant of other systems that create news. A system is defined as a complex of interacting elements, components that work together for an overall objective of the whole. The study prescribes that news media could better plan their news coverage if they first mapped the system to be reported. The system map would furnish a comparison of what is not reported, indicate information at variance with the map, provide a common reference point for members of the news organization, and create a standard of performance against which to compare news media output.

A system map that described a political campaign system was constructed. The politi-

cal campaign system was mapped in terms of objective, environment, resources, components, and system management. With the map drawn, the task was to see how systematically a news medium using this "system approach" would report a political campaign.

Serving as a consultant and participant-observer, the author presented the system map to a daily newspaper that employed the information in planning and executing coverage of a Congressional election campaign. In this case study, newspaper election coverage content was analyzed and compared to: (1) content from the same newspaper reporting the Congressional election of 1968, and (2) content from a competitive newspaper reporting the same campaign. Content was measured by variables of length, space, source of news stories (originated by the campaign or through newspaper enterprise), balance of coverage given candidates, and by the five system components categorized in the system mapping of a political campaign. From these comparisons, the inference is drawn that the test newspaper improved in performance. Findings of the case study supported the proposition that a system approach is an additional deductive tool for planning, executing, and measuring news-media coverage.

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RELIGION, FAMILY COMMUNICATION AND POLITICAL SOCIALIZATION

William Robert Elliott, Ph.D.

University of Wisconsin, 1972

Advisor: Jack M. McLeod

The purpose of this study was to determine the relationship between religion, the communication patterns in the family, and the political socialization of the child. Two measures of religiosity were developed. The degree of devotionalism measures the extent that an individual denomination believes in traditional church dogma, sees his own denomination as the most likely road to salvation, and values religion as an important part of his life. The degree of hierarchical constraint measures an individual denomination's perception of their church as being democratically organized with church officials having relatively little control over the church members. The two indices of family communication measure the family's relative emphasis on the importance of ideas and the right to individual opinion (concept-orientation) and the relative stress during family interaction on the preservation of harmonious relationships (socio-orientation). Indicators of political efficacy, trust, interest, and dogmatism were used as measures of political orientation. Political behavior was indexed by campaign media usage, public affairs media usage, campaign activity, and campaign discussion. An index of political knowledge was used to measure political competence.

Junior and senior high school students from five Wisconsin communities and their parents were interviewed in 1968. Six religious groups were included in the study: Baptists (N = 25), Catholics (N = 568), Episcopalians (N = 26), Lutherans (N = 336), Methodists (N - 101), and Presbyterians (N = 84). The total sample consisted of 1,140 subjects.

Hypotheses were advanced linking high devotionalism to low concept-orientation and high hierarchical constraint to high socio-orientation. Correlational analysis (Ken-

dall's tau and the Pearsonian r) was used to test the hypotheses and both hypotheses were supported. Hypotheses were made linking the religiosity and family communication variables to the political indicators. These hypotheses were tested using correlational and path analysis techniques. The results of path analysis indicated no direct path between devotionalism and concept-orientation when socioeconomic status was also used as an exogenous variable. Devotionalism did have a negative standardized path coefficient to the child's campaign activity. Hierarchical constraint showed a direct positive path with socio-orientation and a direct negative path to the child's political efficacy. The only direct path from parent variables to child variables was between the parent's campaign activity and the child's political efficacy.

Highly devotional religious groups are unlikely to become involved in political campaigns, take an interest in politics, seek political information via the mass media, feel that they are effective in influencing their government. The highly constrained religious groups are less likely to participate in a campaign, feel effective in influencing their government, or place much trust in their elected officials than the low hierarchical constraint denominations.

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THE WAUKESHA FREEMAN: A STUDY OF ITS EDITORIAL DEFENSE OF CIVIL RIGHTS FROM ITS FOUNDING MARCH 29, 1859, TO APRIL, 1863 THREE MONTHS AFTER THE EMANCIPATION PROCLAMATION

Robert W. Engbring, Ph.D.

Marquette University, 1971

Adviser: Clifford L. Helbert

This thesis is a survey of the news and editorial objectives and accomplishments of the Waukesha Freeman (a daily newspaper today, a weekly during the period of study, located 18 miles west of Milwaukee, Wisconsin). The survey included virtually all news, editorials, exchange reprints and letters printed in its pages during the critical period of Wisconsin politics, just before the Civil War and for three months after the Emancipation Proclamation.

This thesis is also a study of the editorial defense of civil rights by the Waukesha Freeman from its founding on March 29, 1859 to its Fourth anniversary in the Spring of 1863, three months to the day of the effective date of Lincoln's Emancipation Proclamation of January 1, 1863.

This study is not intended to be a content analysis of the Waukesha Freeman which measures its editorial content or attempts to compare the Freeman with any other paper of the period; it is not a study of the Freeman against a "model."

Because the study depends on primary source material now more than a century old, extensive cooperation and assistance of the Freeman's executives and special historians librarians and curators of the Wisconsin, Milwaukee and Waukesha County Historical Societies were consulted and used to review written drafts during the research periods. Microfilms and original copies and correspondence were also used.

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THE LINOTYPE AND U. S. DAILY NEWSPAPER JOURNALISM IN THE 1890's: ANALYSIS OF A RELATIONSHIP

George Everett, Ph.D.

University of Iowa, 1972

Advisor: Leslie G. Moeller

The purpose of this study was to describe

certain phases of the Linotype machine's impact on daily newspaper journalism in the United States during the 1890's. The problem was approached in two ways: by historical analysis, and by measurement of content in 26 selected newspapers before and after they installed the machines.

Sixty years of effort to automate typesetting were largely unsuccessful until the Linotype appeared in 1890. By then the daily press was expanding rapidly. The Linotype was introduced swiftly and on a broad front; the first machines were offered to the industry in 1890, and by 1895 2,545 Linotypes were in use in the United States, 2,309 of them by daily newspapers. By 1897 25% of the dailies in the nation, including practically all the large ones, were setting their body type with Linotypes.

In order to seek possible effects of the introduction of these machines upon newspaper content, 26 newspapers were selected for content analysis. The sample was nonrandom, being dependent upon the availability of newspaper microfilms and of the approximate date of Linotype installation at each newspaper. These newspapers were located in 26 cities which were well distributed geographically and ranged in size from Sioux Falls (population 12,146) to New York City (1.5 million). They all installed their first batteries of Linotypes between May, 1892, and July, 1895.

A list of typical-news dates was constructed which consisted of one date each from February, May, August and November in the years 1890-97. A transition period of two months before and four months after Linotype installation was allowed for each newspaper. From the list of dates, a sample of dates was constructed for each newspaper, consisting of the eight dates preceding and the eight dates following the transition period. Issues were measured for these dates, providing a two year sample of issues before Linotype installation and a two-year sample after installation. Thus 16 issues were measured for each of 26 newspapers.

Issues before and after installation were compared for each newspaper, on bases of size (in standardized column inches), percentage of advertising, percentage of credited clippings, and percentage of illustrations. Results for all newspapers as a group:

	Papers Before Lino	Papers After Lino	Difference	All Issue Average
Size-Index*	13.5	15.4	+1.9	14.4
Advertising %	41.2%	36.4%	-4.8	38.8%
Clippings %	3.8%	3.4%	-0.4	3.6%
Illustration %	0.5%	0.9%	+0.4	0.7%

*Size-index represents hundreds of column inches per issue standardized to 13-pica-wide measure.

Also, same-date comparisons were made on those dates when some newspapers were measured which had Linotype machines and other papers were measured which did not have the machines. These comparisons tended to confirm the differences noted above.

From the results of the content analysis it was concluded that there was a relationship between the installation of Linotypes and (a) increase in newspaper size, and (b) decrease in percentage of advertising. Also noted, but considered inconclusive, were trends toward reduced use of clippings, and toward more rapid size growth through the post-installation period than through the pre-installation period.

By summing the measured content data with the historical analysis, four broader conjectures were drawn: The Linotype (a) tended to neutralize the effects of the 1893

depression on newspapers with the machines, (b) helped destandardize newspaper content, (c) cut composing costs sharply while bringing no great change in the per-hour rate of total composing room output, and (d) was not significantly more beneficial to evening than to morning papers.

The Linotype is best viewed as a permissive rather than causative factor, its greatness coming largely from its participation in great social and economic movements in America at that time.

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COMMUNICATION AND MESSAGE DIFFUSION IN FOUR INDIAN VILLAGES

Kenneth J. Forman, Ph.D.

University of Wisconsin, 1972

Adviser: Lloyd R. Bostian

In any society where the mass media are present the nature of the link between the mass media and the interpersonal communication networks which one finds at the community level is important. This is particularly true in technologically underdeveloped societies.

Social scientists have noted that messages carried by the mass media do not always pass directly from mass media to individual. Frequently they are attended to by only a few persons in the community who happen to have a special interest in the topic. These individuals then pass on the information by word-of-mouth to others in the community.

This so-called 'two-step flow hypothesis' provided the theoretical base for this study of interpersonal communication and message diffusion in four villages in central India. The study addresses itself principally to two questions: Does the two-step flow concept apply in a technologically underdeveloped society? Can the discovery that mass media messages frequently are diffused through a few key individuals be given practical application? Specifically, if some of these key communicators are identified and then supplied with useful technical information, can they be counted on to disseminate it to the rest of the community?

The diffusion patterns of three different kinds of messages were compared. One concerned a new agricultural practice. The second referred to a news item of national importance which was carried by the mass media. The third concerned an event of local interest only. Heads of households in all four study villages (a total of 260) were interviewed to determine who or what the source was that they received each message from, and whom they passed it on to.

2. All who engaged in message exchanges --givers and receivers--were compared in terms of certain socio-economic variables to determine if there was any tendency for 'like' to communicate with 'like.'

3. Key individuals--one in each of the four villages--were employed experimentally as a channel for imparting information on an agricultural topic to the community.

Results showed, on the whole, no tendency for 'like' to communicate with 'like', at least with respect to the variables measured. Analysis of the data on the most active givers of messages revealed them to be 'specialists', in the sense that most of them were active for only one of the three types of messages. Key communicators selected as intermediaries for dissemination of information on the agricultural innovation did receive and read the material which was mailed to them. However, the significant increase

in scores on an agricultural knowledge test which was found in the four study villages could not be attributed to the effectiveness of the new channel, since test scores improved just as much in a control village which received no experimental treatment.

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THE ROLE OF HIGHER EDUCATION IN THE PROCESS OF PROFESSIONALIZATION FOR ADVERTISING

Frank Foster Hash, Ph.D.

University of Iowa, 1972

Advisor: E. John Kottman

This study explores the proposition that the problems of advertising and the obstacles to professionalization of advertising coincide at many points. Each is concerned with broad questions of public distruct, governmental controls, lack of uniform ethical standards, and uncertainty about how education for an entry into the practice of advertising should be attained.

Each of these problem areas is closely related to one or more of the accepted criteria of professionalization. Therefore, we can theorize that as advertising becomes more professional, the less critical present problems should become. Strengths and weaknesses of advertising as an emerging profession are determined to some extent by the success or failure of higher education in fulfilling its role in the process of professionalization.

Rejection of scientific methodology in favor of the a priori or intuitive method of knowing in this study was necessitated in part by the long span of time required for satisfying the several criteria of the professionalization process. Obviously, no tools exist to measure these criteria or for predicting how well advertising or any other occupation will meet them in the future. Although existing in unmeasurable qualitative form, the criteria have been defined, are recognizable, and can be analyzed subjectively.

Advertising as an emerging profession is subjectively analyzed against five criteria:

(1) Society's recognization of advertising as offering a unique service to clients.

(2) The internal organization of advertising as a professional society with authority to standardize its procedures, to provide a system of rewards, and to promulgate and enforce a code of ethics.

(3) Theoretical knowledge and the technical skills stemming from that knowledge underlying the practice of advertising.

(4) The certification of persons wishing to enter the profession of advertising.

(5) The need for legitimization of advertising as a profession by institutions of higher education through professional degree programs.

In measuring advertising against the generally accepted criteria distinguishing a profession from a non-professional occupation, the evidence clearly indicates that advertising does not satisfy these criteria to any significant degree. However, advertising does demonstrate some attributes of a profession, and as an occupation has made significant progress along the professionalization continuum during the past century.

The twentieth century has seen a movement toward internal control of the occupation through organization of national trade and paraprofessional associations, establishment of professional schools of advertising within institutions of higher education, conceptualization of a synthesized knowledge base underlying a system of practice know-

ledge and skills, and concern for ethical relationships between the several elements of the advertising industry and the public.

On the other hand, advertising has failed to gain widespread public recognition as an occupation providing a unique service to society based on esoteric knowledge. As a profession, advertising has failed to enforce ethical standards of conduct of its members, to establish and maintain definitive membership criteria, and to achieve control over training centers. Accreditation of advertising programs in institutions of higher education have been carried out with very little attention and few restraints from professional associations and practitioners.

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JOURNEYMAN JOURNALIST:
AN ANALYTICAL BIOGRAPHY OF WILL IRWIN

Robert Vernon Hudson, Ph.D.
University of Minnesota, 1970
Adviser: Edwin Emery

The literature of journalism history includes few biographies of the men and women who were primarily reporters. There is a need, as Allan Nevins has indicated, for both studies of reporters and good historiography in journalism history. This biography of Will Irwin is an attempt to help meet that need.

Irwin (1873-1948) was a fiction writer, poet, playwright, lecturer, and journalist. He is best remembered as a reporter. And it is the reporter with whom this biography is most concerned.

Three areas of experience were particularly important in his professional life.

His two years of intensive experience reporting for the New York Sun--which included writing "The City That Was," a 1906 requiem for ravaged San Francisco--had a great influence on his subsequent free-lance work, particularly his criticism of the press. One of the most prolific and authoritative press critics, he applied the principles of professionalism that he had learned on that "newspaperman's newspaper" to his pioneering 1911 series in Collier's, "The American Newspaper," and to his ensuing criticism in articles, books, and lectures. His Sun--and San Francisco Chronicle--experience also provided concrete examples which fortified his careful documentation.

A second important area of influence was his association with Herbert Hoover, which he began when they were students at Stanford University and continued intermittently for the rest of Irwin's life. This friendship climaxed in 1928 when Irwin supported his friend's Presidential campaign by speeches and a reminiscent biography, one of Irwin's few enduring works. Directly or indirectly, Hoover provided Irwin with material for many articles and parts of at least two more books, Propaganda and the News and The Making of a Reporter, his anecdotal autobiography. No single man probably had a greater influence on Irwin.

Irwin produced some of his most significant work as a result of his coverage of World War I. "When it was all over," Irwin later wrote, "they said of me that I had seen more of the World War, in all its various aspects, than any other American." Out of this intensive emotional experience developed a hatred for war which led him to crusade for international cooperation and the League of Nations. He foresaw the doom of humanity if man did not learn to put aside national

prejudices and to join hands for peace. The Next War, Christ or Mars?, and articles and lectures carried his message across America, but, alas, his warnings went unheeded.

When his crusade for international cooperation fizzled out, he found a new cause: opposition to insidious propaganda. Its framework was built over the foundations of his previous journalistic missions. As a reporter he had sifted propaganda to separate lies from truth. As a publicist, notably as director of the foreign section of the Committee on Public Information, he had disseminated propaganda abroad. The influences of the Sun, of the war, and even of Hoover were also evident in this final major crusade.

Irwin was one of the supreme interpreters of his era. Certainly, as author or coauthor of three plays, several poems, more than forty short stories, approximately thirty books of fact and fiction, and hundreds of magazine and newspaper articles on a vast range of subjects, he was one of the most prolific writers in the first half of the twentieth century.

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AN EVALUATION OF COUNTERATTITUDINAL ROLE PLAYING AS A ROLE SENDING TECHNIQUE

Virginia Hill Ingersoll, Ph.D.

University of Illinois, 1971

Advisors: George Graen
Howard Maclay

Research in counterattitudinal role playing as well as field studies in organizational psychology suggest that taking a role, even very temporarily, can change one's attitude on role-relevant topics. However, no one seems to have seriously examined the strength or durability of these changes or to have precisely measured possible related behavior changes. The intent of this study was to create attitude change, to determine whether or not it endured beyond the role playing situation, and to create related behavior changes.

Participants in the study were students in a freshman verbal communication course. The control group comprised three other sections of this course. Treatment students were randomly assigned to active and passive role play conditions, in which they either acted out or observed being acted out roles of students who were trying to get others to vote in campus elections. Passive condition students kept a written record of their partners' performances, adding their own suggestions for improvements. Passive participants focused on the content of role-related arguments while active participants focused on both role performance and role content. Ten days later, students were asked to write impromptu essays on the topic of voting in campus elections. They were instructed to express their own personal feelings. Then the teacher collected students' university identification cards, which are routinely punched when students vote in campus elections, to see if they had voted in a recall election, held before the role playing, and in an election held a week after the role playing. Students were later interviewed, at which time they were confronted with discrepancies between the essays and their voting behavior. They were asked to explain the discrepancies. Attitude and behavior measures for the control group were the same as these, except they filled out a questionnaire instead of being interviewed.

There were no significant differences among the three groups on a chi-square analysis of voting behavior. There were also no significant interactions between reported impact of role playing and voting-related variables. The passive treatment group showed significantly more positive attitudes toward voting, as measured by the essay, than did the other two groups. However, these students admitted in the interviews, to a significantly greater extent than did the others, that their essays hadn't expressed their actual beliefs. Furthermore, the attitude toward voting as measured in the interview was actually less positive for the passive treatment group than for the others. The change induced by role playing, therefore, was not a change in attitude but a change in students' tendency to respond to role-related topics in the classroom situation. It was concluded that role playing increased the social desirability of writing pro-voting essays and that since the passive group had had to concentrate more intensely on the content of the pro-voting roles, the social desirability of voting had become salient for them.

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ANTITRUST LAW: A NEW APPROACH TO ACCESS TO THE MEDIA

Paul Jess, Ph.D.

University of Minnesota, 1972

Adviser: J. Edward Gerald

Like the atmosphere, the concentration of economic power in the mass media is ubiquitous but largely invisible. The media themselves are highly visible, of course, and there seems to be a general feeling that the media are powerful and pervasive influences in modern society, but the nature, extent and effects of media ownership concentration are subjects which do not have a high public awareness.

Although this study does not attempt to provide definitive data on all of these subjects, it does examine the nature and extent of media ownership concentration and posits the probable effects of such concentration on a partially pluralistic society.

Ownership concentration on the local, regional and national levels, and the extent of multiple, cross-media and conglomerate concentration is documented for the year 1970. The most competitive media markets were oligopolies; duopolies or monopolies were more common. Only 64 of the nation's 1,500 plus daily newspaper cities and only 408 of the nearly 7,000 weekly newspaper cities were served by competitive newspapers.

The most common media concentration in 1970 occurred in the local market. Some degree of local cross-media ownership was found in nearly 250 of the nation's multiple media cities. Seventy-two of these cities had only one owner. An additional 5,000 plus smaller communities were served by only one local medium.

Only three of the 41 cities with entirely competitive daily newspapers--excluding those operated jointly--supported more than duopolies in 1970. Even where competitive newspapers existed locally, the competition often lacked equilibrium. The estimated advertising revenue differential between competing newspapers was greater than 10 percent in all but three of these cities, and greater than 25 percent in all but ten. SMSA or

county household penetration differentials almost universally translated into estimated advertising revenue differentials at least twice as large.

Other forms of ownership concentration--regional, group and conglomerate--were more visible, but also less actionable from an antitrust perspective than local concentration. Nevertheless, 77 percent of the nation's daily newspapers, 30 percent of the FM and 27 percent of the AM radio stations were controlled by multiple media owners of one sort or another.

Oligopolies are inherently unresponsive and resistant to changes in the market. They also are probably inevitable in markets which rely heavily on modern technology. One segment of this study concentrates on the development and operation of captive newspaper printing plants as manifestations of the oligopolistic tendency to try to develop weak monopolies through vertical integration and technology.

Antitrust law, particularly case law, is examined as a possible tool to use in creating the potential for rival local newspapers. The captive newspaper printing plant is postulated as the most significant barrier to entry into the local market; hence its divestiture or metamorphosis into "common carrier" status is perceived as necessary to encourage potential rivals to enter the market.

A society which is dedicated to the concept of democracy and the libertarian ideal and which in addition functions in important ways as a pluralistic society would appear to need rival media at the local and group levels. Lowering the barriers to entry into local and regional information markets would appear to be a positive step in the direction of creating the potential for such rivalry. The FCC Table of Allocations functions as a barrier to entry in the broadcast field, but the rationing of a scarce resource requires that barrier. The barrier created by captive printing plants is not required and probably should be eliminated. Antitrust case law provides the means for its elimination.

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FUTURE COMMUNICATIONS TECHNOLOGICAL ADVANCES AND THEIR PRINCIPAL IMPLICATIONS FOR ADVERTISING

Donald Wayne Jugenheimer, Ph.D.

University of Illinois, 1972

Advisor: S. Watson Dunn

The purpose of this research was to examine, evaluate, and predict new communications technologies, including the numbers and the types of possible new mass media, and also to determine the advertising usage of these communications technologies. Specifically, the likely developments in communications technology during the next twenty years and beyond were determined, as were the most important specific changes in advertising media evaluation and selection procedures during these same time periods. Also determined were advertisers' and advertising agencies' evaluations and predictions of the changing media availabilities and operations during this same time period.

The study involved a thorough search of printed material dealing with predictions of future communications technology. Then, personal and telephone interviews were conducted with persons in the mass media, as well as with persons in advertising agencies and with those persons performing research which may

bring about the new developments in mass communications technology. Also contacted were representatives of large and important firms which control present media and of those organizations which appear likely to control newly developed media in the future.

Summaries of recent communications advances, and predictions of future communications media technological developments, included the following developments: electronic data processing; microfilm; television and video recording; satellite transmission; laser and holographic transmission; telephone and Picturephone; facsimile transmission; print methods; community-antenna television; subscription television; data transmission; remote merchandising; educational uses; and an in-home information center.

The research examined specific possibilities of the dissappearance of current communications media, the introduction of new media availabilities on the basis of favorable economic profits, greater centralized control of mass media in the future, specialized media reaching segmented audiences, severe alterations in advertising as a result of new communications technological developments, and new methods of advertising media evaluation.

The research produced the conclusion that completely new media are being developed in this country, but they will be used first in practical applications in other countries before they are introduced in the United States. It also supported the prediction that our present telecommunications media will be combined eventually into a single point-to-point electronic medium. Another conclusion was that newly developed mass communications media will not be put into practical use in the United States until methods are devised to allow for advertising to be carried on these media. Subscription television will not be a national financial success within the current decade, it was found, and perhaps not during this century. Future merchandising to consumers will take place via telecommunications media was another finding, and also, remote employment from the home will become common. Governmental and non-governmental regulation of the mass media will increase in the future, which also will affect advertising, it is believed. The final conclusion was that fewer media, and more similar types of media, will complicate advertising media evaluation and selection procedures, but the eventual outcome of these developments will be more simplified, diverse, and flexible media selection for advertising.

Specific recommendations for the communications industry and for the advertising business were suggested by the author.

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FEEDBACK AND HUMAN COMMUNICATION: TOWARD A RECONCEPTUALIZATION

John Yeol Kim, Ph.D.

University of Iowa, 1971

Advisor: Richard W. Budd

Explication of theoretic concepts is imperative in the sense that concepts are the basic building blocks in the construction of a scientific theory. One of the concepts valued as a "useful" tool in the social sciences is feedback. Unfortunately the term "feedback" has become a cliche in the field of communication.

Originating in the hard sciences, the feedback concept is cast in a mechanistic, analytic bias, with its implication of linear,

although circular, causality. Contrarily, human communication is conceived to be a multilateral mutual causal process of complex, dynamic and open wholes, when we approach it in a wider perspective of systems thinking. Thus, a problem seems to rise due to the incompatibility between the analytic nature of the feedback concept and our conception of human communication.

Concepts pertaining to the multilateral mutual causal process have been explicated by Magoroh Maruyama as morphogenesis and morphostasis. Their useful and plausible replacements for "positive feedback" and "negative feedback" have been suggested. Morphogenesis is a "deviation-amplifying" process which leads to the creation or increase of structuredness. Morphostasis is a "deviation-counteracting" process which leads to the maintenance of structuredness.

A careful investigation, however, reveals that the notion of "deviation" in Maruyama's conceptualization needs elaboration and refinement. A reinterpretation of the concept structure in the light of the information theoretic concept entropy leads to an articulate and consistent criterion for deviation: a distance between two levels of negentropy. An application of this criterion, in turn, results in a reconceptualization: instead of a two-fold category scheme, we now identify three different multilateral mutual causal processes, for which we coin the terms "downward morphogenesis," "upward morphogenesis," and "morphostasis."

Human communication process is a dynamic, complex and subtle phenomenon, often unpredictable and different in different situations. In order to understand it as such, we need a dynamic, complex and subtle conceptual tool. The usefulness of downward morphogenesis, upward morphogenesis and morphostasis as such a tool is demonstrated by applying these concepts to a number of traditional communication models, most of which are as mechanistic and analytic as the concept of feedback. These new concepts provide a way of viewing and accounting for subtleties in interaction processes.

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A SUBJECTIVE APPROACH TO ADVERTISING THEORIES

Doran Jay Levy, Ph.D.

University of Missouri, 1972

Advisor: William Stephenson

How consumers react to advertisements was studied using a subjective approach and intensive analysis. Four subjects were instructed to rate two Q-samples of advertisements in a Q-methodology framework. The 17 conditions of instructions which dictated the ways in which the subjects sorted the advertisements were based on theoretical positions.

According to P. G. Herbst, each person constitutes a behavioral universe operating on the basis of its own laws. By using Q-methodology and factor analysis it was possible to discover the operating laws governing each subject's mode of behavior concerning advertising and compare them with several heuristic models of advertising theorists.

One of the models of particular interest was that of Kernan and Sommers which postulates implicit negotiation (intrapersonal considerations of buying) as dependent on two functions of meaning: attribute and performance. Findings give some support to the theory, but give far more support to Alderson's contention that ultimately performance

is the deciding factor.

Support was also given to Stephenson's Play Theory of Mass Communication. People appear to respond to symbols, in many instances, as a function of pleasure. Wants, rather than needs, seem to be at issue in advertising. Needs fall into the realm of social control or the deep-rooted belief systems that dictate how a person should act in society. Wants, to which advertising is most applicable, apply to convergent selectivity. This is the aspect of the individual that makes him buy one toothpaste over another. It is simply his own individual tastes.

There is support for Gardner and Levy's position that brands have strong quality connotations. There is evidence that people have respect for particular brands in an advertisement, even when the particular product featured is not desired by name.

Acquisition of luxury goods and other high-priced merchandise is a necessity to achieving higher social status. Reference groups influence individuals to acquiring certain goods. Furthermore, the family is also a strong reference group influential in determining what goods are acquired.

The study indicates the very versatile nature of Q-methodology, an approach to studying images about products. Q-methodology uncovers subjective feelings unknown, in many situations, even to the respondents because of its projective qualities. Because of the low cost to administer and rich qualities of reactions to advertising it reveals, it is highly recommended to advertisers for product development.

DEMOGRAPHIC SIMILARITY, ATTITUDINAL SIMILARITY, AND ATTITUDE CHANGE IN A CROSS-CULTURAL PERSUASIVE COMMUNICATION CONTEXT

Dennis T. Lowry, Ph.D.

University of Iowa, 19[illegible]2

Advisor: James W. Markham

A problem that is of both practical importance to communication practitioners and of theoretical importance to attitude change researchers is that of learning what makes the "optimum communicator" in a persuasive communication situation. This problem is especially pronounced for communicators and researchers working in the area of international or cross-cultural communication.

The specific aspect of this "optimum communicator" problem dealt with in the present study was the influence of communicator-recipient similarity in persuasive cross-cultural communication. A conceptual framework containing three types of communicator-recipient similarity was developed--namely, demographic similarity, attitudinal similarity, and situational similarity. The first two types of similarity were used as independent variables in two laboratory experiments carried out in the Philippines. The general hypothesis tested was: the greater the communicator-recipient similarity, the greater the attitude change.

Experiment I involved 38 subjects in a 2x2 factorial design (Lo and Hi demographic similarity, and Lo and Hi attitudinal similarity). The Lo demographic similarity speaker was an American, and the Hi demographic similarity speaker was a Filipino. Subjects were given bogus attitude scales

attributed to the speaker they were about to hear. These bogus attitude scales indicated that the speaker's attitudes were either extremely different from, or almost identical with, the attitudes held by the subjects on the same selected attitude scales. The communications consisted of tape-recorded talks advocating the increased use of the language Esperanto. Subjects were tested on a large-group basis.

Experiment II involved 90 subjects in a 2x3 factorial design (Lo and Hi demographic similarity, and Lo, Hi, and Control attitudinal similarity). The method was basically the same, except that subjects were tested either individually or in groups of two or three. The same tape-recorded pro-Esperanto talk was used, this time employing three American and three Filipino speakers. The three speakers in each group were rotated so that each one was used about the same number of times.

The overall finding of both Experiment I and Experiment II was that the general hypothesis was not supported. The Hi communicator-recipient similarity conditions did not produce more attitude change and were not more favorably perceived. On the contrary, there was evidence that just the opposite occurred. The American speakers with Lo attitudinal similarity tended to be most effective and most favorably perceived. While these results were unexpected, they can be explained by using the concept of disconfirmation of negative expectancies.

Several prior behavioral studies found that when subjects expect a highly negative or noxious stimulus or message, and when they receive a stimulus or message that is only slightly negative, they in fact perceive it favorably. In other words, their negative expectancies are disconfirmed. In the present experiments, the subjects who heard the American speakers with Lo attitudinal similarity received two major negative inputs prior to hearing the Esperanto talks. Negative input No. 1 was simply that they knew the speaker they were going to hear was an American (as is shown by a separate analysis of the two control groups in Experiment II). Negative input No. 2 was the subjects knew that the speaker's attitudes on the selected attitude scales they were shown were almost exactly the opposite of their own. When the subjects actually heard the Esperanto talk, they found that it was essentially "soft-sell", factual, rational, well organized, and so on. Thus, those subjects which began listening to the talk with the greatest negative expectancy--those in the Lo/Lo similarity condition--had their expectancies most disconfirmed and responded most favorably.

Suggestions are made for future studies in the area of communicator-recipient similarity, especially a study of similarity as it might interact with prior expectancies.

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NEW HAMPSHIRE'S SENTINEL:
THE EDITORIAL LIFE OF
JOHN PRENTISS, 1799-1846

Cornelius R. Lyle II, Ph.D.

Northwestern University, 1972

Adviser: Richard A. Schwarzlose

The work attempts a close study of editorial points of view expressed by a New Hampshire weekly publisher in the first half of the nineteenth century, set against the backdrop of community, state and nation. The aim is to obtain greater understanding of community journalism in gaining and keeping reader trust.

John Prentiss founded the New Hampshire Sentinel in March, 1799, and served as editor-publisher until December, 1846. During those years Keene grew from a country village into a manufacturing town and county seat. The population growth during that period held steady: 1,645 in 1800; 2,374 in 1830, and 3,392 in 1850. It was matched by a steady growth of the circulation from 70 subscribers to more than 1,150.

The Sentinel was first Federalist; then Whig. Although it could never claim more than county influence, it remained a healthy property and outlasted repeated competitors. Prentisses owned it for 128 years. The weekly New Hampshire Sentinel endured until 1957, when it was absorbed by the daily Keene Evening Sentinel. The period covered by the dissertation includes John Prentiss's 48 working years as editor and enough retrospect on his boyhood, apprenticeship in Boston, and on the history of Keene to make his decisions more understandable.

The method includes a search of the first 2,434 issues of the weekly to locate and present editorial comments then customarily interspersed among news items. These editorial views are then compared with other materials. Especially used were three handwritten records kept by John Prentiss at various periods of his 95-year life: an 1819 journal of a western tour; a retrospective diary written between 1847 and 1870, and an autobiography written in 1870.

Additional viewpoints include contemporary newspapers, town histories, state histories and contemporary and modern texts on New England and American journalism. All were used for comparative accounts. In sketching American historical background, the effort was to avoid any particular school in favor of a generally basic position.

Since the work is an editorial biography, not a critical history, the viewpoint is deliberately in harmony with that of John Prentiss, Whig editor. The adversaries of the Sentinel occupy the role of opponents, with just sufficient coverage of opposing views to lend perspective to the scene. Where possible, the debates of modern historians were left for their subjects and generation. The nineteenth century arguments, as seen by those involved, are considered, since they are germane.

What has been attempted is an interweaving of the various materials to try and obtain a picture of the relationship between a country editor and a rural community, in a situation where neither was unduly affected by fame. Neither Prentiss, nor his paper, nor Keene ever achieved national prominence. The editor was an ordinary man in an ordinary town, much like many editors and towns then and now. What they had--and what the work seeks to explore--is found in a mutual regard that produced no yawning gaps in credibility.

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AUDIENCE PERCEPTION OF PUBLIC SERVICE ADVERTISING

Jerry R. Lynn, Ph.D.

Southern Illinois University, 1971

Advisor: L. Erwin Atwood

Public service advertising is pervasive, particularly that of the Advertising Council, a non-profit organization composed of mass media, advertising agency, and advertiser representatives. The Advertising Council estimates the current level of its donated

messages to be $350 million in space and time.

Generally, measures of Advertising Council efforts have been non-empirical. Criteria range from subjective appearance-oriented ad contests to casual correlations of advertising activity and such things as the number of forest fires or Peace Corps volunteers. Effects of specific audiences have been largely ignored.

This study explored source, message, and receiver effects of public service advertising by the Advertising Council. Specific research questions:

What are the dimensions of attitude toward the Advertising Council as a source of information? What relationship exists between awareness of the Council, source attitude dimensions, and message comprehension? Are personal characteristics of an audience related to source and message perception?

An adaptation of Kelman's source valence conceptualization was made. Five of Kelman's components--expertise, objectivity, familiarity, liking, and concern--were used to study attitudes toward the Advertising Council. Kelman does not provide an instrument so one was constructed. Likert-type statements with seven-interval scales (30 each for the five components) were pre-tested.

Pre-test data were analyzed and statements with inter-item correlations between .2 and .4 were retained. Components were selected which had high item-component correlations. Twenty-five statements were finally selected for use.

Data were collected from a purposive sample of 75 subjects in Mount Vernon, Illinois. Three phases in the statistical analysis were: Phase 1: R-factor analysis of responses to 25 source valence statements. Phase 2: Multiple linear regression analysis of relationships between source, message, and receiver variables. Phase 3: Two-way analysis of variance of data from an experiment with TV commercials where two independent variables were manipulated--source of message (Advertising Council and a commercial advertiser) and type of message (public service message and traditional commercial).

A 3-factor solution of source attitude data was most interpretable. Factor 1 (an evaluative factor) contained expertise and objectivity statements. This factor also contained most liking statements.

Factor 2 (familiarity) contained familiarity statements--those relating to one's familiarity with the Council and those relating to one's opinion of how the Council becomes familiar with its audience.

Factor 3 (concern) contained concern statements--those relating to one's attitude toward how the Council regards its work.

The hypothesis that clusters of source valence components could be interpreted according to Kelman's conceptualization was retained.

Source, message, and receiver effects, analyzed with multiple regression, were: 1. Factor 1 (evaluative) accounted for significant variance in message evaluation. 2. Age accounted for significant variance in message retention. 3. Education and age accounted for significant variance in source awareness; education was negatively related; age was positively related. 4. There were no significant curvilinear or interaction effects. 5. A full model containing all

source and receiver predictors accounted for 32.03 percent of variance in message evaluation. 6. A full model containing source, message, and receiver variables accounted for 35.56 percent of variance in source awareness.

Subjects in the experiment did not perceive a difference between the two sources or two types of messages in the experiment.

Replication of this study is desirable. The 3-factor solution was interpreted according to Kelman, but it was not a perfect parallel. Moreover, only factor 1 had any subsequent predictive value.

Source and message variables were fairly poor predictors. Full models which did have significant predictive value accounted for less than 36 percent of variance. Much variance was left unaccounted for. Such potential predictors as media exposure, psychological characteristics of audiences, and specific message content should now be explored.

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INFORMATION PROCESS AS A MODE OF DISSONANCE REDUCTION IN A POST-DECISION, DISSONANT SITUATION

Leonard L. Maurer, Ph.D.

University of Wisconsin, 1972

Adviser: John E. Ross

The purpose was to investigate the effect that selection of either supportive or nonsupportive information has on the "process" of such information in a post-decision, dissonant situation. Information process was defined in terms of learning and retention, and evaluation of message content and message source. In addition, confidence in decisional choice was measured and related to the main dependent variables.

After reading evidence in a mock court case, subjects were asked to express a decision as to the guilt or innocence of the defendant. Immediately after expressing a verdict, subjects were asked to select one of two legal briefs on the case, clearly labeled as to content. Subjects were then asked to evaluate the content of the selected legal brief and the source of the brief on a seven-point semantic differential scale. Then half of the subjects were given a multiple choice test immediately after reading the selected brief to measure immediate recall, and the remaining subjects took the same test 48 hours later to measure delayed recall. Confidence in the selected verdict was measured on a seven-point scale. Findings:

1. Subjects who select supportive information will learn significantly more of the facts presented than will subjects who select nonsupportive information.
2. Subjects who select supportive information do not retain significantly more of the facts presented than do subjects who select nonsupportive information.
3. Subjects who select supportive information evaluate the message content significantly more favorably than do subjects who select nonsupportive information.
4. Subjects who select supportive information evaluate that message source significantly more favorably than the subjects who select nonsupportive information.
5. Subjects expressing greater confidence in their decisional choice do not select nonsupportive information significantly more often than subjects who express a lesser degree of confidence in their decisional choice.
6. There is no significant relationship between degree of confidence in decisional

choice, and the dependent variables of learning, retention, evaluation of message content, and evaluation of message source.

Overall, the data tend to support the notion that selection of either supportive or nonsupportive information need not be the final proof for acceptance or rejection of the selective exposure hypothesis. Subjects who select nonsupportive information tend to protect existing decisions (and perhaps, such things as attitudes, beliefs, etc., as well) by derogating the message content and message source, and by learning fewer of the facts presented in the discrepant information.

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THE PIONEER PRESS OF THE GREAT BASIN

Jack A. Nelson, Ph.D.

University of Missouri, 1971

Advisor: John C. Merrill

The press that developed in the vast wastes of the Great Basin frontier--present Nevada, Utah and parts of the surrounding states--offers some striking insights into early Western journalism. This study investigates the kinds of men who made up the editorial ranks there, their motives, their roles in the building of their towns, their problems, the nature of their publications, their effectiveness as agents of change, and in general their place in frontier society.

The portrait of the frontier editor that emerges is far different from that of the crusading editor usually depicted in most accounts. In Nevada, especially, where peculiar circumstances had placed that state at the mercy of the railroad and the mining interests, abundant evidence shows that most of the early journals forgot public responsibility and offered their allegiances for sale to the highest bidder.

The motivation of the frontier editor in a business that was notoriously failure-prone appears to be the same as that of the mining prospectors--the overwhelming belief that they would finally be rewarded with riches. They were caught up in the myth of an abundant and bountiful West that existed only rarely in reality, especially in the harsh geography of the Great Basin.

So in spite of noble pretensions, the newspapers of the frontier generally were only an echo of public sentiment and not real leaders, for they seldom crusaded for unpopular causes. For instance, their treatment of the Chinese and Indians marks them as essentially lacking a social conscience, in common with frontier sentiment at that time. Yet these early papers offer the best contemporary mirror of the problems and the triumphs of settlement, economic growth, and social and political progress during the frontier period.

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NBC NEWS DIVISION - A STUDY
OF THE COSTS, THE REVENUES, AND
THE BENEFITS OF BROADCAST NEWS AND SPORTS

Alan Pearce, Ph.D.

Indiana University, 1971

Adviser: Richard D. Yoakam

The research covers an intensive investigation of how NBC News Division spent its $103 million budget on news and sports programming in 1970, and it attempts to determine whether or not news and sports programming was profitable financially. News and sports programming budgeting procedures are examined, and specific program budgets are

outlined; the amount of unscheduled news programmed by NBC in 1970 is given along with its costs; sports rights costs are given; costs of labor, land lines and satellites, etc., as they pertain to the News Division, are outlined; pre-emption costs--a unique cost of broadcast news--are dealt with; there is a discussion of how ratings determine advertising rates and subsequently revenue; advertising agency commission and station compensation are explained; the total revenue earned by news and sports programming is examined; an attempt is made to establish whether or not this programming is profitable.

In addition, the researcher attempted to establish some of the non-financial benefits of programming news and sports to NBC by assembling a committee of experts from broadcasting, government and academic journalism, and sending them a questionnaire in which they rank ordered and weighted a series of probable non-financial benefits. The results of the questionnaire and the comments of the committee members provide some interesting insights.

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THE FIRST AMENDMENT AND SYMBOLIC SPEECH: TOWARD A RATIONALE OF THE PUBLIC FORUM

Daniel Wayne Pfaff, Ph.D.

University of Minnesota, 1972

Adviser: J. Edward Gerald

This study attempts to assess the significance of the so-called "symbolic speech" cases primarily by analysis of first amendment case law developed by the Supreme Court of the United States within the last decade.

Since the Negro civil rights sit-in cases of the early 1960's--and occasionally in the decades before--the Supreme Court has been asked to decide whether nonverbal conduct aimed at protesting social or political practices or policies is within the compass of the first amendment's guarantees of free speech, press, assembly and petition; in short, whether, and to what extent, sit-ins, draft card burning, flag desecration and the like enjoy protection akin to that accorded "pure" speech.

These examples of communication by unusual and abrasive means suggest that there has been a blurring of the ideas of what speech is and who is entitled to exercise it. They suggest that impecunious and radically dissatisfied citizens have thought it necessary to resort to bizarre methods of communication in order to be heard. They suggest a need for a conceptualization of free speech as discussion rather than simply as the right to dissent.

In providing constitutional shelter for symbolic speech in certain circumstances, the Court has made clear that the rights of speech and assembly are not limited to verbal expression, but may include actions which in a peaceable and orderly way dramatize a grievance. However, even while broadening the constitutional definition of "speech," the justices have differed considerably in their willingness to support such specific exercises as displaying the Soviet flag and burning the American flag. They never have been unanimous in a symbolic speech case. Uppermost in the minds of some justices has been the potential for violence in some of the more flamboyant attempts at communication. An obvious hazard of such efforts is that one

cannot tell what direction they are going--toward communication or rupture of the process. The dilemma for courts, and citizens generally, is in arriving at a balance between the societal interests in having orderly grievance procedures and the constitutional solicitude for the right to communicate grievances by essentially nonviolent but unconventional means.

In view of these difficulties, the study suggests that during the same years the Court was struggling with the cases of symbolic speech, it extended legal strength and encouragement to the mass communications media in a number of press freedom decisions in an effort to get them to perform more fully as a forum for robust debate on alternative solutions to the problems of society. The press freedom cases deal with libel, the right of privacy, the application of the Federal Communication Commission's "Fairness Doctrine," and the right of holders of minority viewpoints to have access to space in the mass media.

The study concludes that the symbolic speech phenomenon has enabled courts both to expand conceptions of free speech and, more importantly, to move toward more workable rules for discussion in modern conditions. In addition to its propensity to create conditions favorable to violence, the trouble with symbolic speech is that it attempts to reduce complicated issues to a simple gesture. Being aware of these weaknesses, the Court has given added support to the avenue of the mass media as a more reliable and stable forum where a fuller exploration of social issues might take place--including, of course, those issues that have provoked symbolic protest.

COMPARATIVE VALUE ORIENTATIONS AND FUNCTIONAL COMMUNICATION BEHAVIOR OF HOMEMAKERS IN DIFFERING SOCIOECONOMIC SITUATIONS

M. LaRue Pollard, Ph.D.

University of Wisconsin, 1971

Adviser: Lloyd R. Bostian

The concern was with poverty and race and their effect on values, the importance of social role functions, the channels preferred for receiving information on role function behavior, and information channel use. Interviewees were homemakers with dependent children, selected to represent six socioeconomic groups--poverty income blacks, low income blacks, middle income blacks, poverty income whites, low income whites, and middle income whites.

Value orientations were operationalized as relative agreement to an array of 54 statements representing orientations toward the character of human nature, the relation of man to nature, the temporal focus of human life, the modality of human activity, and the modality of man's relationship to others. Role functions were operationalized as the relative importance of 12 activities of the homemaker role representing individual concerns, house care concerns and family relations and child care concerns.

Those in poverty had less education. More poverty income homes and more black homes had only one parent. More homemakers with middle incomes worked. More whites than blacks had lived places other than their present city of residence.

On value orientations, Q analysis did not support allocation of the respondents in-

to value types. All respondents, on the average, seemed to look for the good in human nature, to believe that man is in control of nature, to tend toward a present and future time orientation, to tend toward a cooperative relational orientation and, in activity, to like to both work and play.

Social role functions were ranked similarly by the six groups. Family relations and child care concerns ranked high, individual concerns ranked low, housecare concerns ranked slightly above the midpoint. Respondents in poverty were more likely to rank housing lower and companionship higher than respondents in higher income groups.

Interpersonal formal sources were the highest average choice for information on child care, housing, employment and hobbies; interpersonal informal channels for information about family concerns, personal appearance and companionship; print channels for national news; and broadcast channels for entertainment.

Race made a significant difference in choices of broadcast media and informal channels for personal appearance information and of print media for national news. Income made a difference in the selection of print and broadcast media for general knowledge, interpersonal formal channels for companionship, and formal channels for local news. Race and income interacted in the selection of interpersonal formal and informal channels for employment information, informal channels and print media for companionship, formal channels for housekeeping information, and print media and informal channels for entertainment.

The higher the income, the more publications available, the more time spent reading yesterday, the more broadcast receivers available, the less time spent listening-viewing yesterday. The number of interpersonal formal contacts rose with income for blacks and dropped with income for whites. Interpersonal informal contacts were similar.

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A COMPARATIVE STUDY OF POLICE, COLLEGE STUDENTS' AND PROFESSIONAL COMMUNICATORS' PERCEPTIONS OF POLICE

Michael V. Reagen, Ph.D.

Syracuse University, 1972

Adviser: William P. Ehling

This dissertation studies similarities in perceptions of police, college students and professional communicators toward police.

Chapter One contrasts traditional and recent communications research. Police-public relations, the influence mass media and professional communicators have on Police-public relations is discussed. Three hypotheses are presented: (1) that "professional communicators are less close-minded (structurally dogmatic) than police but more close-minded than college students"; (2) that "close-minded individuals evidence a higher respect for (and dependence upon) authority than do open-minded individuals"; and, (3) that "professional communicators rate state and federal police more highly than do local police and college students."

Chapter Two presents the author's theoretical orientation. Five thoughts are advanced: First, Americans view crime control as a top priority but think police have little prestige; second, mankind is divided by two divergent modes of communication; third, laboratory learning is one technique for improving police-public relations; fourth, there are reasons why laboratory learning does not always work; and, fifth, the conflict

between police and youth rests on mutual misperceptions of roles.

Chapter Three discusses social conflict between youth and police and advances two assumptions: first, mass media contribute to the public's perceptions of reality; second, the content of the mass media reflects the beliefs, values and opinions of professional communicators. The potential impact of professional communicators on police-youth conflict is discussed.

Chapter Four discusses the background of the study described in Chapters Five and Six. The concepts of perceptional similarity (homophily) and perceptional dissimilarity (heterophily) and their use in relational analysis is explained.

Chapter Five discusses the thirteen-page instrument, (containing 125 multiple response items designed and administered to 135 college students, 72 professional communicators and 151 police officers in Syracuse) used in this dissertation. Eighty-one percent of those given instruments completed them.

Chapter Six gives the results. It was found that: (1) professional communicators are less close-minded than police officers and less open-minded than college students; (2) There is no evidence that close-minded individuals have greater respect for authority than do open-minded people; and, (3) professional communicators rate local police higher than the local police rate themselves but lower than college students, who give local police higher ratings than do either the police or the professional communicators.

Chapter Seven presents reactions of police executives to the study. Ways for improving Police-public relations are discussed.

THE NATIONAL CATHOLIC REPORTER COMMUNICATIONS AND CHANGE IN A TURBULENT ERA

Michael Robert Real, Ph.D.

University of Illinois - 1972

Adviser: Theodore Peterson

The National Catholic Reporter was begun in 1964 as an independent weekly newspaper reporting on events and issues of interest to American Catholics. The development of the paper through 1971, and the changes in American Catholicism associated with it, offer a historical case study in the interaction between communications and social change.

The National Catholic Reporter (NCR) initially rode the crest of a wave of renewal and innovation created by the Second Vatican Council which convened from 1962 to 1965. The paper's reporting of controversial and sensitive issues in the Church and its critical comments on official Church policy built the NCR's circulation to nearly 100,000 by 1968 and made the paper the focal point of liberal reform efforts in American Catholicism. The NCR's leadership encouraged others in the religious and secular press toward similar freedom of expression in covering Catholic affairs. The paper vigorously reported and defended dissent against racism, war, and repression. But by the late 1960's, as the American economy declined and the momentum of liberal change slowed in the face of such decisions as Pope Paul VI's against artificial means of birth control, the circulation of the NCR began to decrease noticeably. Various other liberalized organs died or returned to more authoritarian loyalties. Finally, early in the 1970's, the NCR made internal

changes and replaced some of its aggressiveness with news of more general Catholic interest.

The pattern of the history of the National Catholic Reporter emphasized the reciprocal relation of mutual causality between changes in a social institution and the policies of its communications instruments. Neither the NCR nor official American Church policy would have been the same without the influence of the other. In general, the NCR was an experiment in libertarian press freedom and advocacy within a traditionally authoritarian institution.

Besides details of the NCR's controversial history, this study dealt with the history of libertarian and authoritarian trends in the American Catholic press, the effects of Vatican II on the American Church, the perspectives underlying divisions in the American Church of the 1960's, the year 1968 as the postconciliar watershed, the demise of the liberal Catholic establishment, the origins of Catholic political radicals, and the state of liberal Catholicism as it entered the 1970's.

Data for the study was gathered from the pages of the NCR, from interviews with staff and board members of the paper, from interviews with numerous other religion reporters in the Catholic and secular press, and from a wide variety of documents relating to contemporary American Catholicism. The material was viewed from a perspective of standard communications theory and social science research. It was presented in a narrative, analytic fashion.

The study served four purposes: (1) to collect and record primary historical data in order to make them accessible for later studies and analyses; (2) to describe patterns of development of the National Catholic Reporter and various Roman Catholic phenomenon during an important period; (3) to indicate conflicts between freedom and control in press theory and practice; (4) to illustrate the interaction of a communications instrument and a social institution during a process of change.

The National Catholic Reporter made as well as recorded history during a turbulent period in American and Catholic life. This dissertation sought to identify the paper's role and to provide a partial history and interpretation of American Catholicism, its press, and especially its liberal movement, during that significant era.

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ECO-PORNOGRAPHY:
ENVIRONMENTAL ADVERTISING
AND ADVERTISING ACCEPTANCE
IN THE SAN FRANCISCO BAY AREA

Peter Mark Sandman, Ph.D.

Stanford University, 1971

Advisor: William L. Rivers,
David L. Grey

The dissertation explores and defends the argument that the mass media should adopt more stringent advertising acceptance standards for advertisements with environmental implications.

Environmental advertising is defined in terms of a list of phrases in advertising copy and a list of products with acknowledged environmental impact. A content analysis of the San Francisco Chronicle and Business Week magazine reveals that environmental advertising is prevalent in both media. Further analysis indicates that many environmental advertisements are inaccurate, misleading, or

environmentally irresponsible.

The assertion that socially undesirable advertisements are adequately countered by news content is rebutted by means of a content analysis of news in the Chronicle and Business Week. A sample of local environmental reporters is surveyed and interviewed to gain insight into the failure of the media to cover the issues raised by environmental advertising. Explanations include advertiser influence, pressures of time and space, and the need for a hard news peg. A single environmental press release is followed through the media to observe these factors at work.

A telephone survey of local attitudes toward two specific products (Chevron gasoline with F-310 and low-phosphate detergents) reveals that exposure to environmental advertising and recall of advertising themes is far greater than news exposure and news theme recall. Significant changes in attitudes and purchasing behaviors are found to result from extensive environmental advertising campaigns, even in the face of news coverage highly critical of the advertisements and advertised products.

A review of the literature of advertising acceptance indicates that newspapers reject ads primarily because they are misleading on their face; magazines reject ads primarily because they conflict with the magazine's image; radio and television reject ads primarily because they are likely to offend viewers, pressure groups, or government agencies. All of the media have difficulty investigating the truth of advertising claims, and all are reluctant to reject ads purely because of their undesirable social effects. As a result, environmental advertisements are seldom rejected. A survey of local acceptance standards and interviews with local acceptance managers verify these findings for the San Francisco Bay Area.

Legal and ethical analysis of the putative right of access to the media leads to the conclusion that the media are legally entitled to reject any advertisement, and ethically obligated to reject all advertisements whose publication they believe would be harmful to society. Procedures are suggested for insuring ideological access in the context of responsible advertising rejection, and for assessing the accuracy and environmental responsibility of environmental advertisements.

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AN ANALYSIS OF MOTION PICTURES ABOUT WAR RELEASED BY THE AMERICAN FILM INDUSTRY, 1939-1970

Russell Earl Shain, Ph.D.

University of Illinois, 1972

Advisor: Thomas Guback

As cultural products, American war movies are indicators of American sentiment about war at the particular time in which they are produced. They cannot be completely understood outside that historical environment and without examining the environmental forces (i.e. economic and political influences) impinging upon the institution that produced them.

War movies have moved through three stages since 1939. The 1939-1947 films featured socially responsible civilians as heroes, working in groups but maintaining individualism and frequently experiencing conversion from selfish individualism to social responsibility--a counterpart to Americans' internationalism in the 1940's. Allies were foreigners in name only displaying American

mannerisms and beliefs (often in the Bill of Rights). As enemies both Germany and Japan were barbaric but Germany's evil was founded in the Fascist system while Japan's was cultural and nationalistic.

Some reluctance accompanied Hollywood's production of war films during World War II. The government never exercised legal control over the industry, working as arm twister and adviser through the Office of War Information. However, Hollywood was alarmed by the War Production Board's absolute control over the raw film supply, the loss of which would have closed the industry. That perceived threat and the industry's patriotism brought on war film production.

After World War II Hollywood would have preferred to abstain from national service. However, the House UnAmerican Activities Committee unleashed two investigations, resulting in a rash of Cold War films and a blacklist. Hollywood acquiesced to HUAC in order to address economic crises: i.e. declining attendance and the death of vertical integration.

War films of 1948-1962 replaced the civilian as hero with the professional warrior, who repeatedly emphasized discipline, teamwork, and technology as keys to American survival and victory. The new emphasis was in keeping with the Cold War sentiment and the rise of the military in the 1940's. So was a near disappearance of allies and a redefinition of World War II enemies. However, the professionalism also was a result of the Pentagon's lending assistance to nearly half of all war films in 1948-1962.

While traces of social responsibility and professionalism were found among the films of 1963-1970, the general trend was toward characters more concerned with self indulgence than moralistic or nationalistic crusading. They lacked strong nationalistic identities but usually made it into the fight. A new view of war--questioning its legitimacy resulted partially from an evolving American doubt about war in general and the Vietnam War in particular. However, it was also the consequence of the fact that Hollywood had become an international rather than an American institution. With more than half its market in foreign countries, Hollywood could not afford nationalistic biases. Thus war films became denationalized and depoliticized.

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ANXIETY, STATUS AND SEX INFLUENCES ON VISUAL INTIMACY IN INTERPERSONAL ENCOUNTERS

Robert M. Soucie, Ph.D.

Indiana University, 1971

Adviser: James Q. Knowlton

24 male and 24 female freshmen were randomly assigned to low and high anxiety treatments before interacting silently with stooges playing low and high status roles. The stooges were encountered separately for durations of 30 seconds, during which time they covertly measured the frequency and duration of the Ss' mutual glances by means of oscillograph recordings.

Since mutual glance frequency in this situation was negatively correlated with the total time engaged in glances and the average duration of glances, less frequent looking was construed as the more intimate behavior.

There were three major hypotheses: (1) high anxious Ss will look more frequently than low anxious Ss; (2) Ss will look more frequently at the high status person; (3) males will look more frequently than females.

The results of a series of factorial analyses of variance showed that: (1) Ss looked significantly more at one of the stooges (p=.001); (2) the lower status person was looked at more frequently, but the effect was very slight and not statistically significant (p=.15); (3) there was a sizable, but not statistically significant sex-stooge interaction, with males looking more frequently than females at one stooge, and females looking more frequently than males at the other stooge, (p=.08).

Other analyses involved the duration of Ss' first glances, and the distribution of their glances throughout their interactions. No significant differences were found. Self-esteem was found to be unrelated to glance frequency, first glances, or glance distribution.

Conclusion: The very strong stooge effect was likely a function of differential stooge physiognomy. The study provides a very small measure of support for past findings which show that high levels of visual intimacy are associated with high status -- though this result was not predicted here. The sex-stooge interaction is essentially inexplicable within the framework of the study, though plausible explanations were offered. The manipulation of anxiety and the design of the experimental situation were pointed to as possible weaknesses in the study, and it was suggested that these perhaps account for the failure to obtain anxiety and sex effects.

A DESCRIPTIVE STUDY OF A NATIONAL VOLUNTEER ADULT LITERACY PROGRAM IN THE UNITED STATES WITH AN ANALYSIS OF STUDENT READING GRADE LEVEL CHANGE

John Maxwell Stauffer, Ph.D.

Syracuse University, 1972

Adviser: Robert S. Laubach

Purpose: The purpose of this study was to provide the first comprehensive study of tutor and student participants in a national volunteer adult literacy program and obtain a measure of student reading achievement over time. The literacy program was under the auspices of the National Affiliation for Literacy Advance (NALA).

Research Procedures: A stratified random sample of 1,000 tutors and their students was selected with proportional allocation from each of NALA's 105 active groups. A mail survey technique was used to distribute study materials. Each tutor in the sample was sent a Tutor Questionnaire, Student Interview, and equivalent forms A and B of the Adult Basic Learning Examination (ABLE), Level I.

A total of 509 tutors and their students participated from 96 individual literacy groups in 29 states, the District of Columbia, and Nova Scotia, Canada. Each tutor-student pair returned the completed questionnaire, interview and ABLE, form A. A total of 410 students completed ABLE, form B. Student reading grade level change was determined by the differences in grade scores. Thirty-seven tutor and 51 student characteristics were described. Selected characteristics were compared to student reading grade level change and to student dropout patterns.

Findings: Tutors were a relatively homogeneous group, characteristically born in the United States, white, college-educated, female, between 40 and 60 years old.

Students were about evenly divided by sex. The average age was 36. About 45% were white, 25% Mexican-American, 24% black, and 6% oriental. Sixty-two percent were born in the United States. About 62% were non-English speakers illiterate in their native language. Most students were married and had at least one child living at home. They lived in an urban area in a rented house or apartment. One third had lived at their current address for a year or less. Over half were currently employed full time and were the chief wage earners in their households. The mean personal income was $5,136. The typical student had completed grades 5 or 6 in school.

More than a third said they wanted to learn to read and write for their own self-improvement. More students first heard of volunteer classes from a friend or relative than through the mass media. Students were mostly taught in their own homes on a one-to-one basis, once a week for an hour. Seventy-five percent had been taught for a year or less. The New Streamlined English Series was used as a basic text by 94%.

A total of 68.5% of the students demonstrated positive reading grade level change with 15.1%, no change, and 16.4%, negative change. The mean number of instructional hours between the pretest and posttest was 27.

There were significant differences in reading change by ethnic group and the associated variables of place of birth, language status, and region. Mexican-Americans and orientals had the highest percentage gains, followed by whites and blacks.

AN ANALYSIS OF VIEWS CONCERNING PRESS PERFORMANCE: SOCIAL ROLE AS A DETERMINANT OF ATTITUDE

Harry W. Stonecipher, Ph.D.

Southern Illinois University, 1971

Advisor: Godwin C. Chu

Criticism of the newspaper press, which has spanned the centuries, is both voluminous and diverse. In recent years some researchers view its intensity as tracing a rising curve. What accounts for this diversity in the views and attitudes which newspaper critics express toward press performance?

The four hypotheses explored in this study assumed that the social roles people play, that the role expectations they face, that the reference groups which define their normative systems, that goal attainment and status facilitation, (and perhaps other role-related variables,) are important determinants of the views they hold of press performance. The basic tenets of role theory provided the theoretical framework for this study.

A purposive sample of 150 subjects was drawn from seven communities in Southern Illinois and Southeastern Missouri. Five occupational role categories made up the subgroups of the sample: newsmen, politicians, businessmen, professionals, and blue collar workers. These five role groups, represented by thirty subjects each, became the five levels of the independent variable, which in varying combinations, established different situations in which the dependent variables were measured. These dependent variables were: (1) the degree of social responsibility exercised by the newspaper press as per-

ceived by the 150 sample subjects, measured on a forty-item Likert-type instrument, and (2) the perception of newspaper press performance in general, measured on a twenty-scale semantic differential.

The research findings supported Hypothesis No. 1 which asserted that newsmen would view the newspaper press as more socially responsible and evaluate press performance higher than persons occupying four non-media occupational roles under study. The results strongly indicate that newsmen may need to re-examine their "illusions" about being socially responsible.

The findings supported Hypothesis No. 2 on one level but failed to support it on a second level. As hypothesized, two media-oriented role groups, the politicians and businessmen, evaluated press performance higher than persons occupying two roles less oriented toward the press, the professionals and blue collar workers. The hypothesized direction was also found on the second level of the hypothesis, but the less critical evaluation of the social responsibility function of the press by the two media-oriented roles was not significantly different from the less media-oriented roles.

Hypothesis No. 3 predicted that when all non-media subjects were asked to play the common role of "citizen" the differences in press evaluation demonstrated in Hypotheses No. 1 and No. 2 would disappear. This did not occur. The findings suggest that a difference in the role playing ability of two sub-groups, the professionals and blue collar workers, may have prevented the expected results.

The unexpected relationships found in testing Hypothesis No. 4, which predicted that subjects who regularly acted as news sources would be more critical of the news function of the press and would be more willing to see external controls imposed upon the press than subjects who seldom or never acted as news sources, was largely the result of spuriousness. A total of twenty-four of the thirty-four regular news source subjects were politicians, the group found to be least critical of the press, while twenty-six of the fifty-two non-news source subjects were found to be blue collar workers, the occupational role found to be most critical. Occupational role, therefore, was an invalidating factor.

Defenders of the press suggest that people may not be as interested in a responsible press as they are in a more responsive press. The findings of this study are consistent with this emphasis upon the reader's self-interest in the press as an agent of status facilitation.

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THE FACILITATIVE AND INHIBITIVE EFFECTS OF VISUAL DISTRACTION UPON PERSUASION BY A COUNTERATTITUDINAL PERSUASIVE COMMUNICATION

James T. Tiedge, Ph.D.

Indiana University, 1972

Adviser: Keith W. Mielke

This study reconciled two theories in apparent opposition concerning the potentially facilitative or inhibitive effects of distraction upon persuasion. Literature on the effects of distraction upon persuasion gave rise to two theories which are referred to in this study as the "reception theory" and the "capacity-for-counterarguing theory." The "reception theory" maintains

that distraction should hinder persuasion because distraction typically results in reduced reception of the persuasive message necessary for persuasion. However, the "capacity-for-counterarguing theory" maintains that distraction should facilitate persuasion, at least when Ss are extremely opposed to the position advocated by the persuasive message, since Ss are diverted by the distracting stimulus from the resistance tactic of counterargument.

Distraction was conceptualized in a manner applicable to both theories. That is, conceptualization and measurement of distraction was such that distraction increased whenever reception of the distracting stimulus increased and/or whenever reception of the persuasive stimulus decreased. Such a conceptualization of distraction led to the expectation that distraction should facilitate persuasion to the extent that it reduces counterarguing by increasing the amount of information which must be processed, but should hinder persuasion to the extent that it reduces reception of the persuasive message which is necessary for persuasion.

This study thus contained two main hypotheses. First, it was hypothesized that a high degree of distraction which crucially reduced reception of a counterattitudinal persuasive message would result in lower attitude scores than would a medium degree of distraction (or a low degree or no distraction at all) which did not crucially reduce reception of the persuasive message. Second, it was hypothesized that a low degree of distraction from a counterattitudinal persuasive message would result in higher attitude scores than would the persuasive message alone.

Ss were visually distracted in varying degrees while listening to a counterattitudinal persuasive message recorded on the audio track of a video tape. High distraction Ss were exposed to 67 eight-second shots of informative printed material presented on a television screen while listening to the persuasive message. Medium distraction Ss and low distraction Ss were exposed to the same 67 shots. However, medium distraction Ss were exposed to each shot for only six seconds, and each shot was followed by two seconds of blank screen. Low distraction Ss were exposed to each shot for only four seconds, interspersed with four seconds of blank screen. Pretesting had indicated that such manipulations resulted in the appropriate amounts of distraction. No distraction Ss heard only the persuasive message. Ss received questionnaires to measure attitudes as well as reception of the distracting and persuasive stimuli.

Both hypotheses were supported by the data. The data clearly indicated that the strong distraction, which crucially reduced reception of the persuasive message, resulted in lower attitude scores than did the milder forms of distraction. Low and medium distractions resulted in higher attitude scores than did the persuasive message alone (no distraction). The data supported the concept of a "crucial point" in reception, beneath which the "reception theory" applies, and above which the "capacity-for-counterarguing theory" applies.

MASS MEDIA AND COMMUNICATIONS EDUCATION IN FIVE AFRICAN COUNTRIES

William Kent Warner, Jr., Ph.D.

University of Iowa, 1972

Advisor: James Markham

Perhaps the greatest communication challenge facing man exists at the interface of modern and traditional societies. Here the discrepancies between urban mass media and rural interpersonal communications stand in great contrast. Key actors in this situation are those persons who select the quality and control the quantity of communication flow across the boundaries.

The Research Problem

The research problem is a practical one, that is, to determine by whatever method most useful and productive the potential for education and training for journalism and broadcasting and other communications media in the region of Southern Africa: Zambia, Malawi, Rhodesia and South Africa. The country of Kenya was included because of its developments in communications education.

The project was designed to assemble the maximum amount of contemporary knowledge to provide answers to these questions: (1) what are the existing human and institutional resources for journalism education and training in the Region and what has been their experience? (2) what are the present and future needs for trained journalism and mass communication personnel in the Region? (3) what are the major cross-national, intercultural, cross-cultural and comparative factors of a political, socio-economic, religious and multi-racial nature which relate to and impinge upon the mass media of communication systems in each country and thus, the potential for journalism education in the Region? (4) how do the data assembled shed light upon the organization, function, goals, and thus upon plans and specifications for founding a Regional Training School such as the one proposed?

The Method

The approach was to gather information from library sources relating to the subject and to gather descriptive and analytical data by first-hand observation and open-end interviewing of elites most associated with the communications educational and mass media institutions in the Region.

Findings

Four communications education models were found operative: nine on-the-job; two correspondence; seven certificate and four degree. Total students enrolled were 869 and total faculty full-time, 35, and part-time 21, approximately. The manpower needs were projected tentatively on the basis of a 10 percent gross index of likely growth in comparison with benchmark data of mass media establishments.

Reduction of the overall enrollment in terms of annual output, normal attrition, etc., within a context of increased broadcasting services and media outreach projects a considerable training need. One of the clear findings is the variety of training needs on scales too small to justify specialized sequences. The current need is to create a flexible program which will allow for individualized progress in a number of communications media.

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THE RISE AND DECLINE OF THE YIDDISH-AMERICAN PRESS

S. J. Weissberger, Ph.D.

Syracuse University, 1972

Adviser: Wesley C. Clark

On March 1, 1970, the centennial of the Yiddish-American press was marked. Generally,

the Yiddish press has been treated as an adjunct of Jewish literature. In the past century and a half, about 1,200 serials--comprising the Jewish press in America--have appeared in at least eight languages: English, German, Hebrew, Polish, Ladino, Serbo-Croatian (Yugoslavian), Hungarian, and Yiddish.

The purpose of this study was to trace the evolution of the Yiddish press, from its beginning in 1870, through various periods of development, growth, and significant influence, to its present state of decline.

The methodology employed included traditional historical research, a mail questionnaire, primary investigative research, correspondence, and interviews.

The Yiddish-American press is limned within the broader framework of an all-inclusive worldwide Jewish press. The Yiddish press is traced to its beginning in 1686, with the La Gazeta de Amsterdam in Holland.

To provide definition and perspective, the Yiddish-American press is set against the background of the foreign-language press in America. The latter is examined from its origin to the present, with significant periods and events emphasized.

The scope, range, and nature of the Yiddish-American press is explored. Major genre are discussed, and selected publications of varying frequencies of issue within each genre are noted.

A pattern of interdependent sociological/psychological characteristics which are inexorably intertwined with the fortunes of the Yiddish-American press is examined. Six major contributory factors are considered, each contributing in varying degrees of intensity and influence with different states of press development.

These were: The Yiddish language and its use, which were primarily operative during the initial stage of press development; population and immigration, which obtained to the period of development and growth; and the complex of educational and assimilative factors operative within the ethnic group culture, which had great significance related to deterioration and decline of the press.

Although the methodology follows a general chronological pattern, treatment divides the press into four major periods: 1) Origins, from 1870 to 1885; 2) Development and growth, 1885 to World War I; 3) World War I to 1928; and 4) 1928 to the present.

Within these periods, examination is made of dailies, weeklies, publications of lesser frequency, and significant special-interest presses. Among the latter are the Literary Press, Humor Press, Zionist Press, and Theater Press. Because the Political/Labor Press was so significant, this segment is treated separately.

Throughout the study, press leaders are noted within their general time frames. Pioneers, including Buchner, Gersoni, Bernstein, Sarasohn are related to origins of the press; Cahan, Miller and Saphirstein are noted during the period of development and growth. Because he dominated the Yiddish-American press for more than half a century, a separate chapter is devoted to Abraham Cahan. Also treated independently is the Jewish Telegraphic Agency, as is the section describing the current Yiddish-American press.

The study also includes a selective chronology, in English and in Yiddish, of a century of the Yiddish-American press.

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WARREN G. HARDING AND THE PRESS

Wayne Richard Whitaker, Ph.D.

Ohio University, 1972

Adviser: Ralph S. Izard

This study examines America's only publisher-president, Warren G. Harding, and his relations with the press during the presidential campaign of 1920 and during his administration from 1921-23. Many authors, writing about the period, have attested that Harding had excellent press relations. What these relations were like and how they affected his administration is the subject of this study.

Making use of the Harding Papers on file with the Ohio Historical Society, secondary sources, and personal interviews and correspondence with persons who had contact with Harding in a variety of ways, this study is in agreement with those who have written of Harding's excellent press relations. But Harding did more than merely be an amiable man with the Washington press corps. As president, he was frank and candid with newsmen (sometimes more so than he should have been) and made it a point to speak before gatherings of journalist. He even joined correspondents on the golf links.

Of most importance, Warren G. Harding advanced the status of the White House correspondent to the point that newsmen could no longer be ignored easily by a president. By establishing the first regular bi-weekly press conferences, he laid the foundations for the modern presidential press conference, which continued as an institution from the 1920s until the communications revolution of the 1960s. In setting these patterns, he had personal rapport with newsmen; he was well-liked by correspondents, even during times of stress or disagreement with the press. No president, with the exceptions of Franklin D. Roosevelt and John F. Kennedy, was as admired by reporters.

Part of the reason for Harding's success was the fact that he himself was a former newspaperman, and as such, he understood the problems and needs of reporters. He often went out of his way to make himself readily available to them. During most of his term in the White House, Harding remained publisher of the Marion Star, an Ohio daily which he purchased in 1884. Because of his background, Harding often said, in much of his correspondence and speechmaking, especially during the final months of his presidency that he considered himself a newspaperman first and president second.

In addition to examining Harding's press relations during his administration, the study offers a brief background in the development of White House reporting and examines Harding's career as a newspaper publisher and an Ohio politician. The campaign of 1920 is discussed in detail and examples of press releases made available to reporters are included in the text.

The study does not attempt to touch in depth upon the scandals of the Harding administration or the role of the press in unearthing these irregularities after Harding's death. This has been done elsewhere. However, in spite of the scandals, the revisionist view of Harding as an honest and capable man rather than a bumbling executive is supported.

Since Harding was the only publisher-president, his life is of interest to journ-

alism historians as well as American historians. This study attempts to go beyond the superficial treatment given Harding by many authors, who have emphasized only the administration scandals and the President's love-life. Harding served as president while the country was recovering from the economic and social side-effects of World War I. True to his campaign pledge, he returned the country to "normalcy." He had the cooperation of the press in this regard.

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JOHN CAPLES AND HIS CONTRIBUTIONS TO ADVERTISING AND COMMUNICATIONS RESEARCH

Gordon Eugene White, Ph.D.

University of Illinois, 1971

Advisor: S. Watson Dunn

In the world of advertising, John Caples is a master of two trades: he is a superb copywriter and an astute copy-tester. This combination of creative genius-research scientist is rare; it alone makes him worthy of study.

Caples graduated from Annapolis in 1924 and began his advertising career in 1925 as a junior copywriter with the Ruthrauff & Ryan Agency. In 1927 he joined Batten, Barton, Durstine & Osborn, Incorporated, where he has been active ever since.

While a junior writer he created two of the most famous mail-order advertisements ever written: "They Laughed When I Sat Down at the Piano" and "They Grinned When the Waiter Spoke to Me in French." Far more important, for nearly fifty years since then, Caples has been an articulate crusader for the scientific approach to advertising communication. He pioneered at a time when testing was largely unknown or ignored or ridiculed. He refined certain methods of testing, particularly of an experimental nature, especially the split-run technique. He has conducted an impressive volume of copy tests over the years. And he has done all this, not as a trained research scientist, not as an advocate of his own independent research service, but as a non-technical employee of a private advertising agency.

This study is not a biography of John Caples or a history of advertising research, though it contains elements of both. The focus is chiefly on the professional life of one remarkable man as his own business career paralleled, matched, became intertwined and interlocked with the developing "career" of advertising research itself. The author's objective is to trace and evaluate Caples' overall influence, partly on the practice of creating advertising communications, but chiefly on the practice of researching their effectiveness.

Some historical background is sketched in about the exponents of testing who preceded Caples. The several Caples books on tested advertising methods are analyzed. Explanation is given of some copy tests Caples conducted for agency clients. Many revealing personal insights have been culled from Caples' early diaries and from recent personal interviews with him. To these are added the current estimates of several prominent research authorities concerning Caples' contributions and methods.

The author expresses the conclusion that John Caples made a multifaceted contribution to advertising and communications research. 1) Perhaps more than any other one man, Caples popularized the very concept of test-

ing through a steady stream of articles, books, lectures and speeches. 2) Caples pioneered in experimental methods, notably with the split-run testing technique. 3) Caples conducted a great volume of research over almost half a century. 4) Caples translated research findings into enduring principles which he shared with everybody. 5) Caples provides an "inside look" at research history being made. His journals and notes allow us to gain a special insight into many events and personalities that shaped the progress of advertising in America.

To know John Caples and his work is to have a greater understanding of advertising communication. And, perhaps, a slightly higher regard for it.

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VARIABLES IN GOVERNMENT/MEDIA INTERACTION: FREEDOM OF INFORMATION, SECURITY, AND SOCIAL RESPONSIBILITY

John Duncan Williams, Ph.D.

University of Texas at Austin, 1972

Adviser: Alan Scott

This is a study of the interaction between United States government information officers and journalists, their functions in the information system vital to our society, their adversary/cooperative relationship, and key variables that influence their effectiveness.

Traditional concepts of a free press in a democratic society are examined as the philosophic setting of the study. The historical development of government/media relations in the United States is traced and two case studies of government/media confrontations are presented to demonstrate the interaction process and focus attention on significant variables in this information system.

The study establishes support for the following postulates:

An informed public is essential to a viable democracy and a free press is essential to an informed public. To adequately discharge its "watchdog on government" function, the press must be granted access to information about government. The complexity and scope of the present day government of the United States makes it necessary for the government to create an information apparatus to assist the journalist in performing his function of reporting government activity. If a government does not resist the temptation to use this information apparatus to propagandize its citizenry, a vital part of society's information process may be subverted. The flow of important government information may be increased or impeded by the facilitation or obstruction of the information officer/journalist interaction. The Freedom of Information Act formalizes and assures the legal means of continuing an effective interaction between the government and the media to the end of keeping the public continuously and sufficiently informed of government actions and policies.

The empirical focus of the study concentrates on the information officer/journalist interaction with respect to the Department of Defense and the United States Air Force. The rationale for generalizations made in interpretation of case studies and survey data hinges on the fact that information policies of all federal agencies are undergirded by the same constitutional and statutory bases. An examination of one key federal agency's information policies and practices vis-a-vis the media provides insight and basis for in-

ference about government/media interaction in general.

The two case studies presented were chosen because they point up the fact that government information policy is, and must be, flexible enough to accommodate the demands of widely varying situations and the changing importance of key variables. In both cases the government faces an information problem involving the public understanding of the government's awkward situation. To show the inordinate influence of national security as a variable in the government/media interaction process, one case involves a severe national security problem and the other case involves virtually no national security.

In the quantitative portion of the study, attention is focused on the following variables which impact on the government/media interaction: attitudes of information officers and journalists toward social responsibility of the press, freedom of information, and security restrictions on releasibility of information. Other variables are trustworthiness (of journalists), credibility (of information officers), press performance, and information officer performance. To gather data, a questionnaire was mailed to a nationwide sample of Air Force information officers and their counterpart journalists.

From results of the survey, two important conclusions are that journalists and information officers share ambivalent attitudes toward social responsibility of the press and each group shows a general lack of familiarity with the Freedom of Information Act. The summary and conclusions section of the study contains specific recommendations for increasing the flow of information about government to the press and the public.

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AN ECONOMIC ANALYSIS OF LETTERPRESS AND OFFSET PRINTING TECHNIQUES IN DAILY NEWSPAPERS IN THE MID-SOUTH

James Neil Woodruff, Ph.D.

University of Mississippi, 1971

Adviser: Charles E. Treas

A descriptive and analytical comparison of printing techniques is made between ten selected daily newspapers in a five-state area called the Mid-South, which includes the following states: Mississippi, Arkansas, Alabama, Tennessee and Louisiana. An attempt is made to determine whether daily newspapers produced by offset processes or daily newspapers produced by letterpress processes result in lower production costs. Five of the newspapers are produced by offset and five are produced by letterpress. Data is compared for a five-year period, 1965 through 1969.

The national trend in the conversion of daily newspapers from letterpress to offset production during the time period studied was believed to be an opportune time to undertake the analysis. Each newspaper's total revenue, total costs, and profits are analyzed to determine if newspapers which switched to offset production proved to be more profitable after conversion. A further attempt is made to analyze the sample newspapers from the standpoint of qualitative reasons for a change in printing process or the reasons for not changing printing process.

Percentage changes between each year of the time period and the total percentage change from 1965 to 1969 are computed on selected variables of cost as well as on advertising and circulation revenue.

In an effort to appraise statistically

selected variables among the data, linear correlations are performed to show relationships of letterpress and offset variables separately, as well as correlations of selected variables for all of the newspapers together. Chi Square tests are calculated for what was anticipated to be one of the most significant factors in the production of newspapers by offset. The hypothesis is that salaries paid in the back shop (production) and the number of males in the back shop work force are independent. It is shown that the number of females employed in production increased significantly when a newspaper converted from letterpress to offset production.

While there are so many variables present in attempting to compare one newspaper against another newspaper in a different city, it is believed that the general patterns of comparison between letterpress and offset production factors are significant in this study.

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BUSINESS ENTERPRISE AND COMMUNICATION SYSTEM

Demetrios Xouris, Ph.D.

University of Iowa, 1972

Advisor: Lee Thayer

Traditionally, communication and communication systems have been treated by many writers as one of the many activities that a living system, such as a business enterprise, engages in from time to time. Few writers have attempted to deal with the process of communication as a conditio sine qua non of our social institutions and of human life in general.

Whenever people decide to organize a business enterprise, what actually gets organized is the distribution of potentially relevant event-data to decision "centers" for the purpose of maintenance or change of certain state-relationships with the environment. Therefore, the existence of a business enterprise as a living system presupposes a certain interface with its environment and a communication system to facilitate that interface. Such an interface is vital to the survival and growth not just of a business enterprise but of any living system.

The business enterprise↔environment interface represents the level of analysis upon which this study is based. At this level, a frame of reference is developed which postulates that the nature and characteristics of the communication system of a business enterprise vis-a-vis its environment is consequentially related to the philosophy and ideology of that business enterprise. In other words, a business enterprise is organized in terms of certain kinds of philosophies and ideologies which determine how the enterprise "communicates" with its environment and how the environment can "communicate" with "it." (Enterprises or environments do not "communicate"; only people do, "on-behalf-of" them. But at this level of analysis we may use this kind of terminology in order to simplify the argument.)

In order to put this basic postulate in context, a conceptual taxonomy was developed. On the basis of this conceptual taxonomy the next step demonstrates through certain writers on business enterprise that a key element which is controllable and which makes a difference to an enterprise is the communication system. Also, this literature survey pre-

sents certain writers who have tried to begin to explain through philosophical or projectural studies that there is a consequential relationship between a business enterprise and its communication system. These investigations feed into the mainstream of this study.

The study proceeds to describe the dominant model of a business enterprise in terms of why and how it gets organized as it does, and the philosophies and ideologies which permeate all of the special systems that become a part of the organizational milieu, particularly the communication system. This part of the study indicates that the way in which business enterprises based on the dominant ideological model get organized has certain consequences for the kind of communication system it has. It follows that if a business enterprise had been organized differently, consistent with alternative philosophies and ideologies, then its communication system would be expected to be different. In summary the argument can be stated as follows: The communication system of a business enterprise organized around the dominant model will have certain characteristics; the communication system of an enterprise organized around philosophies and ideologies which differ significantly from the dominant model will therefore have different characteristics. The present study is an exploratory study into those relationships.

The Woodward Governor Company, a business enterprise organized around unique philosophies, was selected for empirical study. On the basis of the philosophies underlying the conception and design of Woodward Governor Company, certain hypotheses were logically deduced. The purpose of this exploratory study was not that of proving these hypotheses, but rather that of using them as a springboard for focusing upon empirical leads for later theoretical exploration of the ways in which communication systems may be related to the philosophies and ideologies of business enterprises.

M.A. and M.S. Theses

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ANALYSIS OF READER RESPONSE
TO THREE NOVELS

Elliot Abhau, M.A.

University of Pennsylvania, 1971

Adviser: Hiram Haydn

As part of a broader study of imaginative literature, the emotional responses of fourteen readers to three novels were investigated by means of a reading experiment. To avoid bias, the readers were permitted to report their responses in any form. The study developed a technique for codifying these reports according to six attributes of emotional response, and displaying the response profile for each book. As a check on this technique, the original records were then analyzed in detail with particular regard to indications of commonality of response and individual variations. The results of the two methods of analysis were compared in order to determine the utility of each, the patterns of response to each book, and any distinctive patterns of individual readers.

The reading experiment produced a wide range of emotional response. The technique of preparing response profiles proved effective as a means of organizing disparate data and detecting the salient aspects of the aggregate response to each book, but was not effective in identifying patterns of individual readers or the sources of emotional impulse. The detailed analysis, which stressed indications of commonality and individuality, provided the results lacking in the response profiles. As the detailed analysis was found to be a necessary supplement to the response profiles, the process of codifying the reader responses could be simplified.

The most significant finding of the study was evidence of the complex and varying influence of the evocation of personal experience. In the case of one novel, this was dominant in creating a bond between author and readers. In the second, it had the effect of carrying the readers away from the book and into reminiscence. Responses to the third novel demonstrated that some readers were captured by it while others were repulsed.

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A CASE STUDY OF RADIO NIGERIA

Doyinsola A. Aboaba, M.A.

University of Wisconsin, 1972

Adviser: W. A. Hachten

The underlining assumption of this thesis is that radio provides the most adequate channel of mass communications in Nigeria. It is also our belief that adequacy in channels of communication is vital to the dissemination of information relevant to national development. The extent and ways in which members of the public are informed, or not informed, about facts and issues of national development will determine the attitudinal climate in which many decisions will be made by individuals as well as society at large.

This thesis analyses how suitable radio broadcasting is to national development in Nigeria. On one level, the performance of Radio Nigeria is measured against its stated objectives which are primarily pro-national development. The performance thus measured is then compared to a previous measurement of performance in 1968 in order to show changes over time, if any.

Secondly, a brief history of Nigeria and radio broadcasting with an overview of the current mass media situation is given. It is

hoped that this will put radio in a societal framework. And thirdly, in the light of its present performance and the current mass media situation in Nigeria, radio's potential contribution to development is analysed.

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EVALUATING PUBLIC TELEVISION:
A CASE STUDY

Paul Douglas Adams, M.A.

University of Texas, 1971

Adviser: Frederick Williams

This study was to evaluate "The Way People Live"--a mental health series on public television station KLRN, Austin, Texas--in which persons having overcome some personal crisis were interviewed. The research model was that program objectives should be manifest in audience attitudes and behaviours. Sixty program viewers, identified through a mail survey of KLRN's audience, were interviewed in-depth. Results showed viewers, particularly frequent ones, were older and watched television more than non-viewers. Motives for watching were related to program objectives, but overall, it was audience characteristics that most distinguished the audience rather than differences related to program impact.

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SELECTED WOMEN
IN TENNESSEE NEWSPAPER JOURNALISM

June N. Adamson, M.S.

University of Tennessee, 1971

Adviser: Kelly Leiter

A survey of the lives and works of six women prominent in the history of Tennessee journalism since the turn of the century has been made in this study. They are Miss Pattie Boyd, Miss Zella Armstrong, Mrs. Lucy Curtis Templeton, Mrs. Edith O'Keefe Susong, Miss Nellie Kenyon and Mrs. Ruth Sulzberger Golden. Emphasis has been placed on how their writing, reporting, and publishing efforts have contributed to their communities, regions and state, as well as to their profession. An effort has been made to show how they have been successful in a male dominated profession.

Research was carried out through a search of historical materials on women writers in Tennessee and in the United States, through study of microfilms and files of old newspapers, library collections, newspaper clip files, and personal interviews. In cases of living women, the interviews were with the subjects themselves and their relatives, friends, and co-workers. In cases of those deceased, the writer had to depend upon those who had known them and, to a greater extent, upon what they had written and what had been written about them.

The selection is necessarily limited and leaves room at either end of the time spectrum for further study and further selections. These six have made major contributions both to their communities and to their professions, neither because of nor in spite of their sex.

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SPECIALIZATION OF POPULAR MUSIC
RADIO STATIONS IN THE PHILADELPHIA
METROPOLITAN AREA: A STUDY OF
DISC JOCKEY BEHAVIOR

Robert Mitchell Adels, M.A.

University of Pennsylvania, 1971

Adviser: Charles F. Hoban

The study analyzed the nature of the relationship between selected aspects of the verbal behavior of disc jockeys and the broad categories of popular music in which they specialize. A model for the study of these behaviors was developed from a disc jockey belief system as revealed in personal interviews and this model was applied to the problem area as defined by these major questions: (1) Given a disc jockey behavior variable, what occurrence patterns are revealed across the five music format categories (Country, MOR, Top-40, Soul, Progressive Rock) ? (2) Given a disc jockey behavior variable, what occurrence patterns are revealed by contrasting two types of messages (Musical, Commercial) with each other within a given music format category?

In all, twenty-three behavior variables were studied. It was found that patterns displayed by no less than three and no more than five variables served to describe a statistically unique picture of disc jockey behavior for a music format category. These profiles were obtained without regard to type of message analyzed, but when such considerations were taken into account, it became clear that the nature of a profile unique to commercial messages was capable of obscuring the general profile distinctions between music formats.

The nature of the music speciality appeared to be connected with a low-level profile of disc jockey behavior, one which exists with an independent profile of the behavior about a commercial message regardless of the nature of that speciality.

THE DECISION-MAKING PROCESS IN THE CREATION AND PRODUCTION OF TEN SELECTED ADVERTISEMENTS FROM 1970

Jose Cordeiro Albano, M.A.

Syracuse University, 1972

Adviser: Fred A. Demarest

This study traces and analyzes the process of creation of ten advertisements, in the context of their campaigns, from the client's specifications through: the assignment of the art director and copy writer, the development of the campaign concept, determination of the audience and selection of the media, selection of the photographer, demands and restrictions on his assignment, selection of location, models, props, film, lenses, camera and lighting, the shooting, the editing and presentation of the photographs to the art director, the final selection of the photograph for publication, the client's approval, retouching, pretesting and the impact of the advertisement in print.

Data were collected through personal interviews with the art directors and photographers involved.

The primary aim was to record the production methods of contemporary advertising photography. It was also hoped the study would show the extent of a photographer's creative contribution and the frequency of use of 35mm cameras in contemporary advertising photography.

The conclusions indicate that: a) photographers were the primary creative force in the visual aspect of most of these ten advertisements; b) there is a great deal of flexibility and improvisation in the creation of advertising photography as seen by these ten cases; c) 35mm cameras were used for seven of the ten advertisements studied.

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THE TELEPHONE AS A MEDIUM OF SALES COMMUNICATION: AN INVESTIGATION

John W. Albright, M.A.

University of Georgia, 1972

Advisor: Harry N. Harrison, Jr.

The study was an investigation into the efficacy of the telephone as a medium of sales communication. A field experiment compared use of the telephone to that of direct mail in sales promotion. A survey was taken of a sample of customers of a national marketing firm. Responses to a Likert-type attitude scale were compared between a control group which received only the company's various mailed promotions and a test group which received both mailed and telephone promotions. The telephone was not the sole promotional medium in the test group because the company felt, based on experience, that telephoning worked best while supplementary to direct mailings. Initial sampling for the survey had been a process of self-selection by prospects. They were civic club members interested in the company's fund-raising products for their clubs and had returned coupons from earlier advertising.

The company's direct mail included a combination of letters, brochures, and sample products. Telephone contacts were informal WATS-line calls by experienced part-time salesmen.

Results indicated the mailings were seen as more important, useful, informative, helpful, interesting, and persuasive than the telephone contacts, while the telephoning was, predictably, more personal. More test group respondents recalled that the computer-reproduced letters were "form letters" than the control group, more of whom recalled the letters to be "personal letters."

As investigation of the little literature pertaining to the subject found that most marketers have also seen the telephone as a supplementary or complementary sales medium. Some literature suggested this was because of the lack of visual stimuli; that the telephone was inadequate for initial contacts, working best after introductory rapport had been previously established; and that there was a major ethical stigma attached by Americans to telephone selling.

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LATIN AMERICAN NEWS IN FIVE TEXAS DAILY NEWSPAPERS

Sallie Martin Sharp Aldridge, M.A.

University of Texas, 1971

Adviser: Joseph A. Taylor

The objective of this content analysis of five Texas daily newspapers was to determine the volume, nature, origin, source, and usage of Latin American news in the Austin American, Dallas News, El Paso Times, Houston Post and San Antonio Express. A universal three-month sample of each newspaper was considered. Although the study focused on Latin American news, for comparison all foreign news was coded for a constructed week. The results and discussion compare the Texas newspapers with other United States dailies whose foreign news coverage has been indicated previously.

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REPORTING THE PHILIPPINES IN THE AMERICAN PRESS: NATIONAL PERSPECTIVES IN INTERNATIONAL NEWS

Herminia M. Alfonso, M.A.

University of Pennsylvania, 1971

Advisor: George Gerbner

The study considered the problem of how news on the Philippines was presented in the American press. Answers to the following questions were sought: Was there a relationship between American national interests and its press reporting on the Philippines? Did relations between the two countries have a bearing on the way the news was treated? How did the American press differ from the Philippine press in reporting the same events?

A trend analysis of Philippine news in the New York Times, through an examination of the news listings in the New York Times Index from 1946 to 1970, indicated a matching of (a) the greatest amounts of news coverage of the Philippines with (b) the years (1946, 1950, 1969, and 1970) in which events crucial to American interests and to Philippine-American relations occurred in the Philippines. These crucial events were in the areas of politics and government, foreign relations (to all intents and purposes, equated with Philippine-American relations), and economic matters.

The attention score device used for a case study of coverage by the New York Times, the Philadelphia Inquirer, and the Washington Post of the three major Manila riots in 1970 brought out a significant aspect of the American national perspective in relation to the Philippines, namely its interest to preserve the status quo there. All the three American papers, individually and collectively, gave the greatest attention to the "storming" of Malacañang, the seat of the Philippine Government, compared to the riots at the U.S. Embassy and at Congress. The disturbance at Malacañang carried a grave import in the bearing it had on the existing social and political structure. This was related to American interests in the Philippines. The total attention scores for the three newspapers, taken together, were: 38.5 for the Malacañang riot, 25.5 for the U.S. Embassy riot, and 8.0 for the Congress riot.

In the other approach to the case study of the riots--proposition analysis--total or near-total polarity was observed between the American press (using the same three newspapers to which the attention score was applied) and the Philippine press (the Manila Chronicle and the Manila Times) in passages on the (a) responsibility for the U.S. Embassy attack, (b) propriety of American reaction to the attack, and (c) effect or outgrowth of the attack. The differential versions fell into a pattern of justifying or favoring self, and blaming or criticizing the other, to protect national interests and promote the national image. Underlying the divergent versions were differences in basic national values.

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PRIMACY OR RECENCY: THE ORDER OF PRESENTATION

Richard Allen, M.A.

University of Washington, 1972

Adviser: Richard F. Carter

The primary focus of this thesis was to investigate primacy-recency effects under

varying message conditions. Attitude evocation was the dependent variable. It was defined as the indication of an affective response to a piece of information. The evocation of an attitude was demonstrated by stops to disagree (/d) and stops to agree (/a) to the proffered information.

This thesis was composed of two studies. The topics used in the first and the second study were 'student autonomy in the dormitories' and 'women's liberation', respectively. These studies varied the conditions of: 1) order of presentation (primacy or recency); 2) message favorability (for or against the topic espoused); and 3) message type (issue-oriented or personality-oriented). The latter condition was used only in the second study.

Statistically significant results were found for only one of the indicators of attitude evocation--stops to agree. The results were as follows: 1) a primacy effect for issue-oriented messages; and 2) a recency effect for personality-oriented messages.

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SOME REACTIONS BY THE MONTREAL NEWS MEDIA TO THE OCTOBER 1970 CANADIAN CRISIS

Gerald Steven Alperstein, M.A.

Syracuse University, 1972

Adviser: Henry F. Schulte

On October 5, 1970, an extreme French-Canadian separatist group, Le Front de Liberation du Quebec (FLQ), kidnapped James R. Cross, British Trade Commissioner to Montreal, plunging Canada into crisis. Within the next two weeks, the FLQ kidnapped and murdered Pierre Laporte, a Quebec cabinet minister; the Canadian Army was sent to Montreal; and civil liberties were suspended through the invoking of the War Measures Act.

This thesis discusses some reactions by the Montreal daily newspapers, television and radio stations, and wire services to the crisis, and some interactions between these news media and the government during the crisis.

Evidence was gathered from books, newspapers, interviews with Montreal news media personnel, and "Dossier Z," an investigation by Quebec journalists into news media and government relations.

Some points made in the thesis are: 1) The government, with a police news blackout, restricted the availability of police news associated with the crisis. 2) Some editorial policies were influenced. 3) Regulations prevented the news media from giving complete coverage of the crisis after the invoking of the War Measures Act. 4) After regulations were installed, some news media managements kept news and/or opinions differing from the government's on the FLQ or War Measures Act from the public. 5) The French network of Radio Canada has undergone internal changes since the crisis began. 6) Accuracy standards of the broadcast media improved after the War Measures Act was invoked, according to media staffers and managers. 7) The government pressured the news media through threats to arrest news media personnel, some arrests, and police searches of news media personnel and their residences. 8) A Quebec press council was formed because of the news media's problems during the crisis.

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TELEVISION AND NATIONAL POLITICAL CONVENTIONS, 1952-1968

E. William Andrew, III, M.A.

University of Georgia, 1971

Advisor: James Larry Aldridge

The question of whether or not exposure on national television has substantially changed the form and structure of national political conventions is considered, with additional consideration of the change in the type of coverage of the conventions by the national television networks.

First, there is a survey of the changes in political conventions since the advent of national television coverage in 1952. Both philosophical and physical alterations are cited, with the conclusion that most of the changes were brought about by the politicians in an effort to achieve better television exposure and present to the public a better picture of their party's activities.

The television networks have made changes in their approach to keep ahead of the innovations of the politicians and to present to the public a more entertaining and informative program. The shift away from the "total coverage" attitude of 1952 to the probably "summary" approach of the future is chronicled with examples of how the television networks' changes have affected the form of the conventions.

These constant changes on both sides have produced a continuous conflict and struggle between the two sides to achieve their own, separate and different goals. It is suggested that the conflict will prevent either from ever fully realizing the goals.

The rights of reporters and the traditions of political exposure on television is studied with the conclusion that these, too, are manifestations of this continual conflict.

The conclusion of the study is that there has been an effect on political conventions as a result of television coverage, but a constant struggle by both television officials and convention officials has obstructed the progress of both towards what they each assume to be the best course that should be followed.

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PUBLIC RELATIONS AT THREE LOS ANGELES MUSEUMS

Linda G. Ansfield, M.A.

University of Wisconsin, 1972

Adviser: Scott M. Cutlip

The study was an attempt to make general conclusions about the practice of public relations in museums on the basis of the ongoing programs at the Los Angeles County Museum of Art, the Los Angeles Museum of Natural History, and the California Museum of Science and Industry. Personal concepts of public relations and information about its role in practice at the respective institutions were obtained in similarly structured interviews with public relations practitioners, executive directors, and lay board members. Selected Los Angeles news media representatives were interviewed for their opinions about the dissemination of news from the museums. Attendance and budget figures were evaluated as yardsticks of public relations effectiveness.

The evidence showed more administrative resistance to public relations at the art and natural history museums than at the Museum of Science and Industry, a popularized, non-research museum. The lay board members were more favorable toward public relations than were executive directors. Newsmen advocated a centralized source of information at each institution. Only the Museum of Science and Industry currently functions this way. The practitioner there has a larger scope of duties than his colleagues at the other museums.

In reality, publicity appears to be the primary job of all three practitioners, though they contend that public relations is a broader function. All are restricted by small budgets and the lack of research studies. Available quantitative measures of effectiveness (mainly attendance figures) are incomplete, inadequate, and meaningless to the practitioners.

The evidence suggested that public relations at these institutions is generally backward in comparison to current concepts and practices in the profession. The fact that the practitioners have no opportunity for continued education in the area of "museum public relations" also points to neglect of this specific field.

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VIETNAMIZATION
AS COMMUNICATED BY THE PRESIDENT

Priscilla Averill, M.A.
University of Washington, 1972
Adviser: Alex Edelstein

As the government has grown bigger, more complex and more remote from the public -- and television has made the media more pervasive and intimate -- we have seen increasing use of the media as a political tool.

A case in point can be found in the Nixon Administration's use of the media to communicate its "Vietnamization" plan to the American people. At the end of President Nixon's first year, the American public was almost solidly behind Vietnamization as a plan for peace, even though it was basically a plan for carrying on the war.

How did the Administration communicate this concept? The answer can be found in a study of the concept in terms of object-attribute relations. The President showed keen perception of those values which motivate the great "middle" majority of Americans -- action/progress/peace/loyalty/honor/duty/respect for Presidency/strength/et al. By attaching these as attributes of his object, Vietnamization, he gave that object salience for great numbers of Americans. He also gave Vietnamization salience for great numbers of Americans by attaching to others' "objects" those values to which his audience reacted adversely--defeat/surrender/humiliation/betrayal/disloyalty/weakness/et al.

In studying Administration communications about Vietnamization, it soon became apparent that two kinds of attributes were attached--value or salience attributes, which remained constant, and situational attributes, which shifted.

Whenever the situation changed, either in the United States or in Vietnam, the President would redefine Vietnamization in terms that maintained its salience in the new situation. Actions were "designed" to carry out Vietnamization and Vietnamization became a reason for carrying out certain policies.

Since casualty figures caused most of the discontent--and most casualties were incurred by ground troops--the chief attribute of Vietnamization was withdrawal of American ground combat troops, not ending the war but ending the aspect of the war which caused casualties.

Concern for American prisoners of war soon became an attribute of Vietnamization. When an "incursion" sent American troops into Cambodia, the protection of American troops being withdrawn under Vietnamization was the reason for sending more troops into battle!

Vietnamization was a military solution abroad, but a political solution in America.

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AN ANALYSIS OF RESPONDENTS TO HERALD OF TRUTH RADIO AND TELEVISION PROGRAMS

Edward J. Bailey, M.S.

Iowa State University, 1972

Adviser: J. K. Hvistendahl

The object of this thesis was to analyze and describe those who are responding to a specific series of religious radio and television programs--Herald of Truth, produced by the Highland Avenue Church of Christ, Abilene, Texas.

It was hypothesized that the audience would be religiously affiliated, predominantly with the churches of Christ; that it would be religiously active; that it would more likely be of lower income; that it would more likely be made up of blue-collar workers; and, that it would more likely consist of older people.

During September, 1971, Herald of Truth offices received one thousand eight hundred fourteen written responses to the radio and television programs. Five hundred respondents were randomly selected and sent a mail questionnaire. Sixty-one percent of the questionnaires were returned.

All the hypotheses were confirmed with the exception of the hypothesis that the audience would be made up of blue-collar workers. In this extremely select sample, housewives, professional people and retirees accounted for the largest percentage. The study found that by and large the audience is made up of members of the churches of Christ who are females, married, housewives, low-incomed, politically conservative or middle-of-the-road, from the South or North Central states, highly orthodox, attend church services frequently, are loyal Herald of Truth viewers or listeners, are religiously conservative and congregationalists (they prefer congregational church government) who write in asking for a program copy.

Further study could include an analysis of the motivation for tuning-in in the various occupational categories. For example, several highly educated individuals were among the respondents. Are they already members of the churches of Christ and therefore interested or have the programs caused them to be interested?

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THE STATUTORY BASIS FOR THE PUBLIC RELATIONS FUNCTION IN THE EXECUTIVE BRANCH OF THE FEDERAL GOVERNMENT

James E. Bardwell, M.A.

University of Wisconsin, 1972

Adviser: Scott M. Cutlip

The study is in two parts. The first involves study of the public laws enacted by the Congress over a ten-year period to identify legislation which directly or by implication chartered an Executive agency to engage in public relations activities. The second phase involves analysis of the hearings of the House Committee on Appropriations for fiscal years 1959 through 1971 to determine what consideration, if any, had been given to the public relations functions of seven departments of the Federal government.

Much of the research and scholarly writing concerning government public relations has stressed restrictions and other negative aspects of its status. It was hypothesized that basic establishing legislation for most departments contains legal authority for the function, and that Congress has continued

that authority in individual legislative acts and in the appropriations process.

Thirty-six laws passed by the 86th through 90th Congresses contained provisions for some type of informational or promotional activity. Major socioeconomic programs generally required the Executive departments to actively promote citizen participation. Restrictive measures enacted during the period dealt with the use of illustrations in annual reports and other specific details. Major recodifications of titles of the United States Code dealing with the hiring of publicity personnel and with the control of government printing gave no consideration to removing the restrictions.

Study of the appropriations process showed that a number of Congressmen have strong negative attitudes toward the function, but that in the main the Committee on Appropriations supports the function by providing funds for it. Legislators are not primarily concerned with restricting the public relations function, but in holding the line against growth of the bureaucracy in general. A number of appropriations subcommittees, notably Agriculture and Health, Education and Welfare, encouraged increased public relations activity on the part of the departments. The investigation of Department of Defense public relations activities conducted by Senator William Fulbright caused the subcommittee to increase its interest in the function and resulted in some reduction in funds.

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ADVERTISING AND THE AMERICAN COUNTER CULTURE

Daniel Rudolph [illegible]chtel, M.A.

University of Texas, 1972

Adviser: Frank N. Pi[illegible]ce

Two samples of 100 subjects each were surveyed. One was randomly selected from the rolls of the university and the other was chosen on the basis of several variables determining the extent of membership in the counter culture. Both samples were then administered a social preference questionnaire for conclusive differentiation. Each sample was then surveyed in four areas.

a. Evaluation of American advertising
b. Media habits and evaluations
c. Responses to different advertising stimuli
d. Brand and advertising recall and advertising theme recognition in five consumer products groups.

A background of American youth and the counter culture is also included.

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EFFECTS OF THREATENING MESSAGES AND BIAS ON ATTITUDES TOWARD THE COMMUNICATOR

Thomas L. Beell, M.A.

University of Wisconsin, 1972

Adviser: Vernon A. Stone

Twenty-nine male and 133 female high school seniors attending a journalism workshop evaluated a newscaster after hearing him read one of four simulated newscasts. In a factorial design, a single news item which was highly relevant to the subjects was varied for communicator bias (endorsement present or absent) and message content (threatening or reassuring).

Based on previous research in congruity theory and fear-arousing communications, it was predicted that the communicator of a reassuring message would be more favorably evaluated than the communicator of a threatening message, and the communicator of an

unbiased message would be more favorably viewed than the communicator of a biased message. Results from this study consistently supported both predictions. In addition, when message content interacted with communicator bias, subjects preferred the communicator of the unbiased-reassuring message most, and the biased-threatening message least.

It also was predicted that, if the medium of communication was considered part of the source, a change in attitude toward the medium would parallel a change in attitude toward the communicator. This prediction also was supported. Subjects rated Radio higher or lower as a source of information, depending on whether it was used to present the reassuring message or the threatening message. The evaluations consistently paralleled those of the communicator.

Previous research in source-message orientation suggested that message-oriented persons would be more responsive to differences in the content of messages than source-oriented persons would be. This prediction was not borne out by the study. Every measure of the interaction between message content and message orientation failed to reach statistical significance.

It also was predicted that, if bias was strictly a source variable, source-oriented persons would evaluate biased communicators less favorably than would message-oriented persons. No evidence was found for this prediction. But an alternative prediction, based on the assumption that bias is essentially a message-related source variable, was supported. Message-oriented subjects were found to evaluate the biased communicator less favorably than did source-oriented subjects.

PROTEST FROM THE RIGHT WING: HOW THE NATIONAL REVIEW AND AMERICAN OPINION MAGAZINES COVERED THE CIVIL RIGHTS ISSUE FROM 1955-1969

Robert Kellogg Bellinger, M.A.

Syracuse University, 1972

Adviser: Francis E. O'Brien

The thesis interprets the strong stands the National Review (NR) and John Birch Society-linked American Opinion magazines took on the civil rights movement from 1955-1969.

It asks whether the magazines presented the reader alternatives as well as criticisms and if they fully realized the potential reform possibilities of conservatism.

The author found the American Opinion depended almost exclusively on a reactionary conspiratorial point-of-view that provided few alternatives other than the preservation of the status quo. It was anti-civil rights movement, but not anti-Negro.

The National Review was more philosophically conservative. Despite initial defenses of segregation and resistance to Negro demands for power, the NR became more conciliatory in later years to the concept of peaceful black power and other civil rights issues. It rarely referred to Communists, though the theses of individualism, anti-egalitarianism and scorn for federal solutions to social problems appeared frequently.

Quotes from articles and editorials were used to indicate the prevalent thought of a piece, and the changes or significant points represented in it. The articles and editorials pertaining to civil rights were given general subject and theme headings and grouped chronologically in the text.

An historical interpretative approach

was used to evaluate the articles.

Particular emphasis was placed on the riots and demonstrations of the latter 1960's.

The author concluded the National Review and American Opinion failed to grasp the flexibility of conservatism, preferring to criticize instead of offering new solutions.

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THE COMPUTER REVOLUTION AND THE MODERN NEWSPAPER: A DESCRIPTIVE SURVEY OF COMPUTER USE IN THE NATION'S PRESS

Susan Turner Bennett, M.A.

University of Florida, 1971

Advisor: John V. Webb

All daily newspapers in the United States known to utilize computers in one or more departments were asked to participate in a study to determine the status of computerization in the nation's press. Questionnaires were sent to 384 newspapers in 48 states. Responses were received from 258 newspapers.

Respondents described their computer operations, made predictions about potential uses of computers, and expressed opinions about the impact of computerization upon labor and the industry. Responses were analyzed on the bases of circulation size of the newspaper, geographic locale, and printing method.

Altogether, data or opinions were compiled in nine different areas: (1) number and manufacturers of computers; (2) years of computer operation; (3) current computer applications; (4) future computer applications; (5) expense of computer service; (6) computers' effect upon labor; (7) existence of backup service; (8) degree of newspaper involvement and cognizance of computer technology; and (9) quality of journalism instruction in teaching graduates how new newspaper technology can be utilized.

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NEWS MEDIA CONTENT VERSUS AUDIENCE PRIORITIES ON PUBLIC AFFAIRS: AN INVESTIGATION INTO THE AGENDA-SETTING FUNCTION OF THE MASS MEDIA

Stephen Ralph Berg, M.A.

University of North Carolina, 1971

Adviser: Donald L. Shaw

This exploration into news media content and its agenda-setting function toward audiences assumes that news events occur in a "real world." Aside from the actual event, all perceptions of it take place in the "cognitive world" of the individual. Because not many public events are observed by people "firsthand," the mass media, it has been assumed, carry great power in influencing people about these events. These "attitude change" effects of the media, however, have been greatly overemphasized, and may, in fact, happen only rarely. What the media may do, then, is not tell people what to think, but rather what to think about. They may set an agenda.

This investigation compares content of newspaper and television news with peoples' priorities on public issues. Some evidence was uncovered suggesting the possibility of a short-range agenda-setting function. This study's period of observation was two weeks. However, it is likely that agenda setting would be much better isolated if studied (1) over a longer period of time, and (2) with the recognition that media are primarily event oriented and people are primarily issue oriented. Events do not correlate well with issues. It takes time for an audience to slot and categorize incoming events with respect to past and present experiences before they can collect them together to form "issues."

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FILM CRITICISM AS SEEN THROUGH THE EYES OF FILM CRITICS

Steven Mark Bergsman, M.S.

University of Utah, 1972

Advisor: Milton C. Hollstein

No two people see the same things in a film, yet many of us consult reviews and ratings to find out--ahead of time--whether we will attend a particular movie or not. But how little we know about what the critic is really trying to say when he writes his review. A review is not merely a recommendation.

There is more to the job of film criticism than seeing a movie, scribbling a few notes on what happened, and saying "not to be missed." On the contrary, film criticism is a complex folding of many theories and viewpoints. In this study, selected theories and viewpoints--of film criticism are discussed. And it is discussed by the men and women who know and write about film. The hazy, obscure fragments of film criticism, taken for granted by the reader of film reviews, are scrutinized under the vociferous eyes of the critics.

The principal topics discussed in this study include: prejudicing the reviewer, subjectivity vs. objectivity, who the critics write to, the function of the critic, the influence of the critic, the difference between the reviewer and the critic, and does criticism do harm.

Also briefly discussed are some of the demographic aspects of the critic and a short dissertation on theory in film criticism.

Some of the more important findings concluded by the study were:

1. The majority of critics feel that Freebees, junkets, and other attempts by either industry or the theatres do not produce any biases in the film reviews.

2. The review is basically a subjective response by the critic, to the film.

3. The primary audience for the critic is the "everyday moviegoer."

4. The two primary functions of the film critic are: a) to critically analyze and appraise the film, and b) to put forth an individual viewpoint to which the reader can react.

5. Critics do believe they have some influence on their readership.

6. The terms critic and reviewer are not interchangeable.

7. The majority of the critics feel that analytical criticism, film or otherwise, is not harmful to the arts.

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ATTITUDES OF COUNTY AGRICULTURAL COMMITTEE MEMBERS TOWARD THE UNIVERSITY OF WISCONSIN

Frank Bigger, M.S.

University of Wisconsin, 1972

Adviser: Lloyd R. Bostian

The purpose was to measure the effectiveness of University of Wisconsin public relations programs among members of Wisconsin's County Agriculture and Extension Education Committee members.

The committees were selected for study since they determine the extent of University Extension activities throughout the state through the appropriation of county funds.

Attitudes of committee members were measured by mailing questionnaire with semantic differential scales toward 19 concepts

involving the University. Concepts covered were wide ranging, but generally can be divided into four categories: those dealing with the University as a whole, those dealing with University Extension, those dealing with the College of Agricultural and Life Sciences, and those dealing with the student body.

Influence of the independent variables, age, income and education, on attitudes was measured.

The study revealed that general knowledge of the University among these subjects was quite low. Of approximately 375 committee members, only 120 returned research instruments and only 84 of these could be analyzed. From this it can be assumed that University public relations efforts are not very effective. However, attitudes toward the University were found to be neither extremely favorable, nor extremely unfavorable. Most favorable attitudes were shown toward University Extension. This was anticipated since these subjects have more direct and indirect contact with Extension personnel and programs.

Generally, older people, those with higher incomes, and those with some college education or grade-school education held more favorable attitudes. Those with high school education had less favorable attitudes. The least favorable attitudes were shown toward concepts involving the student body.

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A COMPARISON OF NEWSPAPER COVERAGE OF RALPH NADER'S REPORT "POWER AND LAND IN CALIFORNIA" IN FIVE CALIFORNIA NEWSPAPERS

Paul J. Binder, M.S.

California State University
San Jose, 1972

Advisers: Dennis E. Brown
Dwight D. Bentel

In August, 1971, Ralph Nader released his report "Power and Land in California," a two-volume study containing more than a thousand pages. Virtually every aspect of California's land-use policies was covered and almost every geographic section of the state was in some way involved. Since the report was largely critical in its findings, it was considered an excellent opportunity to examine the type of coverage it received in the California press.

The five newspapers used were the Sacramento Bee, the San Francisco Chronicle, the San Jose Mercury, The Napa Register, and the Los Angeles Times.

It was hypothesized that newspapers whose circulation areas were covered in the report would tend to play down aspects that were critical of local situations. A column inch count was taken of coverage that was considered to be favorable, neutral, or critical toward the report. The number of column inches of facts or interpretations taken from the report and column inches of rebuttal attributed to people involved were also counted. An attention score incorporating position on page, column spread, and location in paper was also used to determine how prominently the subject articles were presented. The attention score was also used to examine how favorable, unfavorable, and neutral headlines were presented. By using percentage figures for the above measurements, it was possible to equally compare the coverage of all five papers. For the most part, the data failed to support the hypothesis.

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AN EXPLORATORY SURVEY OF THE ATTITUDES OF UNIVERSITY OF FLORIDA BROADCASTING STUDENTS TOWARD THEIR BROADCASTING CURRICULUM

Phyllis Rosenblum Bleiweis, M.A.

University of Florida, 1971

Advisor: Kenneth A. Christiansen

Opinions of seventy-nine beginning and fifty upper class broadcasting students were compared in a survey which investigated their attitudes toward the broadcasting curriculum. From these attitudes, implications were drawn of students' images of the broadcasting industry. The survey questionnaire covered the areas of career intentions, evaluation of instructors, specific course and general curriculum evaluation, industry image, the role of creativity in broadcasting and exposure of students to the mass media.

Results indicate upper class students lack confidence in their ability to fill broadcasting jobs competently and, along with the beginning students, desire additional skills training. Both groups of students agree creativity is important for broadcasters but doubt broadcasting management concurs with this opinion. No evidence was found to indicate the students' perceived image of the broadcasting industry more greatly influenced their opinions than did their experiences in college--both within and outside the broadcasting sequence.

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RURAL COMMUNITY IDENTIFICATION AND THE PRESS

John H. Blexrud, M.A.

University of Wisconsin, 1971

Adviser: Steven H. Chaffee

This study is an analysis of community newspaper orientation, community identification variables, and various demographic variables for 126 Wisconsin farmers. Its purpose was to investigate the role and function of the small-town newspaper in the complicated process of community identification. It was felt that the rural community provided an ideal setting for this study because of the competition from surrounding community centers for a farmer's allegiance.

The evidence suggests that local newspaper subscribers generally live closer to the community center, and have lived there longer than those who do not subscribe to the community newspaper. It also appears that farmers who subscribe to their community newspapers tend to patronize a large percentage of items and services available in the community. A farmer's psychological attitudes toward his community were found to be positively related to local newspaper orientation. The more a respondent held favorable attitudes toward his community, the more likely he was to subscribe to its newspaper.

Social integration in the community seemed to be the factor most related to local newspaper orientation. The more social contacts and activity a respondent had in his community, the more likely he was to subscribe to its newspaper which carries news about community residents.

It was concluded that rural community identification and its relation to the community press forms a complicated network with social integration being at the center. Community newspaper subscribers are more likely to know people in the community, to belong to community organizations, to buy commodities there, and to think of themselves as part of the community.

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MUSE OR METHOD: AN INQUIRY
INTO THE CREATIVE EXPERIENCE
OF THE CONTEMPORARY NOVELIST

Merry Deborah Bloch, M.A.

University of Pennsylvania, 1972

Advisor: Hiram Haydn

This study, in an attempt to examine the creative experience of writing, analyzed the questionnaires of 32 contemporary authors participating in Dr. Hiram Haydn's study of novels, novelists and readers. It considered these major questions: (1) To what extent is the author's work the product of "inspiration;" to what extent is it the product of his conscious control? (2) To what extent does the author consider communication an important influence upon the process of writing? (3) What is the nature of the creative writing experience as a whole? In answering question (3), authors' statements were compared to five prominent, mutually exclusive theories of creativity, each of which represented a different perspective: psychological, Freud and Jung; biological, Burnshaw; socio-political, Sartre, and structuralist, Barthes.

Examination of the 32 questionnaires found the following: (1) There was a tendency for the 32 authors to claim inspiration more than control. (2) Communication (the audience) was considered of relatively little importance during the actual process of writing. (3) The theories of creativity ranked in the following order of popularity: Burnshaw (biological), Freud (psychological), Jung (psychological), Barthes (structuralist) and Sartre (socio-political.) Certain elements of Burnshaw's and Freud's theories were by far the most widely supported. It was also found that the women in the study claimed to be "inspired" and influenced by the goal of communication more often than did the men.

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AN EXAMINATION OF THE JOURNALIST'S
CLAIM TO TESTIMONIAL PRIVILEGE
1874-1971

Mary Morrice Bogin, M.A.

Michigan State University, 1971

Adviser: John Murray

Newsmen have beem claiming the right to keep silent about their confidential sources and information before judicial bodies since the days of Benjamin Franklin, but until 1968, no widespread national recognition had been given to their claim.

No support for the journalist's testimonial privilege is found in common law, federal statutory law, or in the United States Constitution. However, when the United States Supreme Court granted a writ of certiorari to journalists Earl Caldwell, Paul Pappas, and Paul Branzburg in 1971, the journalist's testimonial privilege was deemed a constitutional question.

Over the past one hundred years, journalists have refused to testify on such grounds as betrayal of ethics and loss of business. They have also based their refusal on state shield laws and on the First Amendment to the United States Constitution. Judicial response has been inconsistent.

The serving of subpoenas on journalists has increased since 1968, and resistance by journalists to these subpoenas has also increased.

This thesis argues for an unwritten solution to the subpoena problem and urges the United States Supreme Court to recognize the

privilege under the First Amendment's guarantee to freedom of the press.

Chapter I describes the cases of Earl Caldwell, Paul Pappas, and Paul Branzburg.

Chapter II summarizes where the journalist's privilege stands in terms of common law, the law of evidence, and state statutory law.

Chapter III documents cases of journalists who have refused to testify before courts and grand juries since 1874.

Chapter IV documents the judicial decisions on the journalists's privilege over the past one hundred years.

Chapter V argues for a general change in practice and attitude concerning the subpoenaing of journalists, and contends that this "unwritten solution" would be more effective than federal legislation or individual state legislation.

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DETERMINANTS OF MOTIVATIONAL BEHAVIOR IN SUB-COMPACT CAR ADVERTISING

Jerry W. Borton, M.A.

Fresno State College, 1971

Adviser: Donald Williams

In the early 1960s, American car manufacturers began to feel an evergrowing need to produce a strongly competitive sub-compact car to rival Volkswagen, which had a commanding 44 percent grasp on the American sub-compact car market. Two of the earliest competitors were Ford's Maverick and Chevrolet's Vega. A continuing problem in their cases was how to advertise them to the public.

To operationalize the problem, this thesis provided an in-depth review of the marketing stratagems used by advertising agencies for both of these cars, and for Volkswagen. Next, pursuing the abductive approach via Q-technique, an effort was made to isolate and identify empirically derived factors characteristic of deep motivational feeling toward a carefully selected sampling of a universe of advertisements re the cars. The aim was toward determining the apparent success or failure of the advertisements, as projected by consumer views toward them. The major value of the research was to make available information that would aid in designing and directing advertising of this nature toward abductively derived market segments.

Emergent factors were tentatively defined as dimensions of consumer motivational behavior. Among these were "Mechanistic-Operational" (representing a type of machine worship), "Humanistic-Play" (representing an affect for use of such cars for fun) and "Darwinistic-Sceptic" (which represented a sour, defensive fear of being swindled). The naming of these factors was an aposteriori process; hence while every effort was made to find the most descriptive names, one might arrive at a different set.

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PAPA SHUFORD (A BIOGRAPHICAL STUDY OF THE LIFE OF CECIL EUGENE SHUFORD: JOURNALIST, EDUCATOR, POET)

James R. Bowman, M.A.

East Texas State University, 1971

Advisor: W. J. Bell

This biographical study of Cecil Eugene Shuford concentrates on his achievements as a journalism educator and poet and on his career as chairman of the Department of Journalism at North Texas State University. This study attempts to show how the journalism

program at North Texas developed from two fundamental reporting courses offered in 1937, when Mr. Shuford joined the faculty as instructor in English and journalism, director of publicity, and newspaper adviser, into a major academic department offering two master's degrees by 1970.

This study is an attempt to emphasize the significant contributions Mr. Shuford has made to journalism education and to show his teaching techniques and philosophy, as well as his impact and influence upon journalists for more than three decades.

Mr. Shuford has devoted thirty-one years of his life to building a sound Department of Journalism at North Texas State University and to teaching hundreds of students to be accurate reporters with a nose for news and a flair for writing. He takes a deeply personal interest in his students, following their careers after graduation and corresponding with them. They, in turn, have great respect and admiration for him, referring to him affectionately as Papa.

As a poet Mr. Shuford has excelled, publishing more than seventy poems, many in national magazines, and winning two awards from the Poetry Society of America and thirty-seven from the Poetry Society of Texas. When he retires from teaching, Mr. Shuford will use his gift for words to continue his career as a writer.

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USE OF RESEARCH FOR DEVELOPING A PUBLICITY CAMPAIGN AND MEASURING ITS EFFECTIVENESS

Thomas Childress Boyd, Jr., M.A.

Louisiana State University, 1972

Advisor: R. H. Wiggins

This study consisted of two major surveys among 49 dairymen randomly selected from a target audience of 390. The first survey was conducted before initiating a publicity campaign promoting use of milk production records. The second survey was made eight months after the campaign had started.

The surveys attempted to measure the levels of knowledge and attitude concerning the practice and the mean position of the sample in the five-stage adoption process.

Data from the first survey were used in developing publicity and served as benchmarks for measuring changes. Data from the second survey were used to measure changes and to study factors affecting adoption.

Following are some of the findings of the study.

The level of knowledge of the practice in the sample was increased after the campaign. The number of correct responses increased in 10 of the 13 knowledge questions. In 7 of the 10 questions, the increase was significant to at least the .05 probability level.

The level of favorable attitude in the sample was not significantly increased after the campaign. Although there were increases in 7 of the 13 attitude questions, in only two cases were the increases significant at the .05 level.

Attitude was more important than knowledge in a man's tendency to adopt the practice. The amount of knowledge of those in positions closer to adoption was not significantly greater (at the .05 level) than those in positions further from adoption. The amount of favorable attitude of those in positions closer to adoption was significantly greater than those in positions further from adoption. The difference of the attitude scores was found significant to at least the

.01 probability level.

Since knowledge was increased after the campaign, another test was made to see if this knowledge increase resulted in any shifts in the sample toward adoption. The post-campaign test failed to reach the required .05 probability level.

This study suggested that increasing knowledge about a practice in an audience does not necessarily create more favorable attitudes toward a practice or move the audience closer to its adoption.

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THE CORPORATE IMAGE OF STANLEY ARNOLD:
A CASE STUDY OF THE PLANNING
AND IMPLEMENTATION
OF A PUBLIC RELATIONS PROGRAM

Martin Gregory Boyesen, M.A.

University of Texas at Austin, 1971

Adviser: Alan Scott

Stanley M. Arnold, president of Stanley Arnold & Associates, is a marketing consultant. Mr. Arnold hired Ray Josephs Public Relations Company in an effort to develop and enhance his corporate image as one of the nation's major developers of corporate programs.

The thesis describes the following: the basic objectives of the 12-year public relations program; how the account executives developed, prepared and put into practice the Arnold program; and the results of this effort. The thesis provides guidelines for similar public relations action. Background material about marketing consultants and a biographical sketch of Mr. Arnold are included.

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FAMILY PLANNING COMMUNICATIONS
IN AN EXTENSION LOW-INCOME PROGRAM

W. Jean Brand, M.S.

University of Wisconsin, 1971

Adviser: Lloyd R. Bostian

Communication about family planning has been largely verbal and interpersonal within the low-income program studied. Indigenous program aides indicate a great deal of such communication taking place, and report a high rate of observed need for such information among clientele families.

This study explores and describes the status of, and need for, family planning information and communications in the Expanded Food and Nutrition Education Program (EFNEP) of the Cooperative Extension Service, as perceived by program aides. Education for family planning and birth control has not been an officially recognized program area.

A national random sample of 364 aides was stratified by states. Nearly two-thirds of the aides had been asked for family planning or birth control advice, and 96.6 percent of those asked had given advice (usually referrals). Some (41 percent) had volunteered family planning advice to women. Three-fourths of respondents said their clientele would like to learn more about this subject, while 93.7 percent observed clientele need for such information. Men in EFNEP families also need to learn more about family planning, according to 87 percent of the aides, and they appealed for birth control education for teenagers.

This study recommends that an officially supported family planning education and in-

formation program be established by Extension as an integral part of the EFNEP low-income program.

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SOCIAL ATTITUDES OF TENNESSEE TEENAGERS AS PERCEIVED BY TENNESSEE ADVERTISERS: AN EXPLORATORY STUDY

Joy Gatlin Brandon, M.S.

University of Tennessee, 1971

Adviser: Donald G. Hileman

The purpose of this exploratory study was to survey the attitudes of advertisers and teenagers to compare values and assess the ability of advertisers to interpret the teenagers' beliefs. Two general hypotheses guiding the research of this study were: (1) the values and attitudes of advertisers and teenagers are qualitatively different and (2) advertisers inaccurately perceive teenagers' values and attitudes.

A questionnaire comprised of 100 attitude statements about timely issues was utilized to obtain primary data from advertisers in Knoxville, Nashville, and Memphis. A total of 210 questionnaires, or 54 percent, were returned. Students attending the annual Tennessee High School Press Association convention in Knoxville, were surveyed by a personally administered questionnaire. From those students, 189 usable questionnaires were returned.

Findings disclose that the teenagers surveyed retain the traditional values and attitudes of their elders, and have a strong, conservative outlook on life. The advertisers, however, perceive the students to be much more liberal in their views. Yet, at times, the young people are more conservative in their attitudes and opinions about timely issues than the adults.

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A CHRONIC-ACUTE APPROACH TO SOURCE-MESSAGE ORIENTATION

Lisa Brems, M.A.

University of Wisconsin, 1971

Advisor: Vernon A. Stone

A before-after experimental design was used to assess attitude change due to dispositional (chronic) and induced (acute) forms of source-message orientation, which has been defined as the relative amount of concern with the source as against the message of communications.

Chronic source-message orientations of the subjects (190 undergraduates) were measured separately as (a) opposite poles of a single dimension, and (b) as two dimensions whereby persons were classified as high or low separately on source and message orientation. Acute orientations were induced by directing subjects' attention to the source or the message of a written report.

Only limited support was found for the prediction that chronic source-oriented persons would be affected more by the source induction than the message induction, and the reverse for the chronic message-oriented subjects. The combination of source and message inductions (acute orientations) was more effective than either alone, and the source induction alone tended to inhibit attitude change across all chronic conditions. On two of the three attitude assessment items, chronic source-oriented persons responded more to a message induction than to a source induction, but the reverse was not found for message-oriented persons. In general, source orientation was more likely than message orientation to account for differences in attitude change.

The data suggest that chronic and acute forms of source-message orientation are not identical, nor are the one and two-dimensional approaches to orientation.

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A STUDY OF THE EFFECTIVENESS OF POLITICAL CAMPAIGN TECHNIQUES AIMED AT VOTERS BETWEEN THE AGES OF EIGHTEEN AND TWENTY-ONE ON COLLEGE CAMPUSES

Kenneth Edward Brooten, Jr., M.A.

University of Florida, 1972

Advisor: Glenn A. Butler

During any political campaign the candidate faces a basic problem--the efficient and effective allocation of critical campaign resources. The critical resources may be either a candidate's time or the expenditure of campaign funds.

This thesis seeks to identify and determine the perceived effectiveness of various campaign techniques aimed at voters between the ages of eighteen and twenty-one on college campuses. The findings are based on a survey of 170 respondents selected at random from students enrolled at the University of Florida, whose dates of birth occur between November 1, 1952, and November 1, 1954.

Findings indicate that personal appearances by a political candidate are the most effective campaign technique.

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U. S. IMAGES OF THE SOVIET UNION IN THE NUCLEAR AGE: A CONTENT ANALYSIS OF UNITED STATES NAVAL INSTITUTE PROCEEDINGS, 1950-1970

Jeffrey L. Brown, M.A.

University of South Carolina, 1972

Adviser: Perry J. Ashley

The purpose of this study was to examine the images of the Soviet Union projected by the United States Naval Institute over the past 21 years to the members and readers of its monthly journal. Images were evaluated with respect to "hardness," rate of constancy and frequency of appearance. The hardness of the images and frequency of their appearance in the Proceedings were compared with significant events in the Cold War (graded on a spectrum of U.S.-Soviet tension) and changes in the military balance.

Hardness is an aggregate of six dimensions; expansionism, militarism, turpitude, addiction to initiative, motive (whether ambition or fear), and impact (threat). The constancy of these images over time was determined by examination of a random sample of 210 paragraphs selected from the 263 articles dealing with the Soviet Union from 1950 to 1970. A rating panel of three Navy Lieutenants evaluated the images with respect to hardness on the six-dimension-seven-point semantic differential scale.

In general, articles were found to appear more frequently during periods of low tension.

The frequency of publication of articles about the Soviet Union was compared to U.S. strength relative to the Soviets in land-based ICBM's, sea-based ICBM's, strategic bombers, personnel under arms, land forces, surface combatant ships, submarines and merchant tonnage. There appeared to be no relationship which linked the frequency of publication of articles with military strength or weakness. Neither did there appear to be any relationship between military strength or weakness and hardness of images.

Tension between the United States and the Soviet Union appeared to be more significant than U.S. military strength or weakness

tors' performances. The coefficients of reproducibility on each story were extremely similar. Both were below .90, indicating that political affiliation was not a dominant factor but that the problem was multi-dimensional.

The stories then were analyzed as to the frequency with which editors retained or eliminated sentences favorable to their own political parties compared to the opposition party. When the editors were taken as a group, the results were consistently in the direction of the first two hypotheses which stated that editors would deal favorably with their own political parties and unfavorably with the opposition party. However, the findings were not statistically significant.

The third hypothesis, that the performance of editors who are not strongly politically oriented will be superior to the performance of those who are, was not supported.

Conclusions of this study are as follows: 1) editors' political preferences are not a dominant factor in their cutting of political news stories; 2) there are other factors simultaneously influencing copy editors' performances; 3) similarity of jobs helps editors establish a somewhat similar frame of reference; and 4) editors edit different stories differently.

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A STUDY OF WOMEN IN AMERICAN JOURNALISM FROM 1696 TO 1972

Vicki Lee Brumagin, M.A.

California State University, Northridge, 1972

Adviser: Michael C. Emery

The purpose of this thesis was to identify and describe those women who received professional and/or public recognition as

American journalists from 1696 to 1972.

The focus was on reporters, editors and publishers (excluding for the most part columnists, society and women's page editors), tracing their careers and their role within the mainstream of journalistic history in America.

Data were gathered from a variety of sources, including history texts, contemporary biographies and autobiographies and, in the main, from such trade publications as Editor & Publisher, Quill, The Matrix, Journalism Quarterly, and news magazines, Time and Newsweek.

Of particular value was a 1936 text, Ladies of the Press: The History of Women in Journalism By An Insider. Written by Ishbel Ross, the volume is the sole definitive book written on the subject to date.

Over 300 newswomen are identified in this survey, tracing their involvement in journalism from colonial days through the nineteenth century, then spotlighting their contributions as "stunt women," "sob sisters" and "tabloid heroines," before going on to analyze their role as highly professional competitors within the news media of modern America.

The study reveals that women indeed have played a larger part in American newsgathering than many journalism texts have given them credit for. In addition, certain historical patterns are identified and described under various chapter headings.

ANALYSIS OF THE COMMUNICATION SYSTEM AND SITUATIONAL FACTORS: THEIR ROLE IN THE DEVELOPMENT OF THE GHANAIAN POULTRY INDUSTRY

Mary Jagger Buchele, M.S.

Iowa State University, 1972

Advisor: K. Robert Kern

The purpose of this study was to expand the body of knowledge regarding the survival and expansion of agricultural technology in a developing country. Specifically, it focused on the behavior of the individual poultry farmer in Ghana as he adopted the poultry husbandry technology and adapted it to the environment in which he functioned. The problem was not so much the adoption of technology as it was one of keeping it functioning after it had been adopted.

A descriptive analysis was presented first of the general social system and the state of development of poultry production in Ghana. The problems the poultry producer encountered were identified and described.

Next, 13 factors which were considered important to successful poultry production in Ghana were identified. Eight of these related to the individual's situation, and five to his orientation to the situation.

Empirical hypotheses were then proposed suggesting the relationship between the 13 factors identified and the respondent's rate of increase in poultry production. Rate of increase was used as a numerical measure of success. It was measured by the following equation: size of flock at the peak of production minus the size of flock at start, divided by the number of years in business.

The zero-order correlation coefficient was the statistical test used to determine whether or not the hypotheses were supported. Six of the eight situational variables and three of the five orientational variables were supported for a total of nine supported hypotheses.

Of the eight situational variables, five were supported as positively related to rate of increase. Two were not supported.

The three strongly supported hypotheses were: availability of impersonal information sources, direct supplies system, and education. The moderately supported hypothesis was availability of other resources. The weakly supported one was availability of professional personal information sources.

The sixth situational variable hypothesized there was no relationship between age and rate of increase. The correlation coefficient strongly indicated no relationship.

The two situational variables which were not supported were relationship to the business (positive direction) and availability of local personal information sources (negative direction). Both were in the direction hypothesized, but too weak for support.

Of the five orientational variables, two were strongly supported: poultry experience and training, and contact with the innovative system. Weak support was given usefulness of professional personal information sources.

The other two orientational variables were not supported. Usefulness of local personal information sources was in the negative direction as hypothesized but too weak for support; usefulness of impersonal information sources was in the positive direction as hypothesized but also too weak for support.

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THE PROGRAMMING OF THE EDUCATIONAL (NON-COMMERCIAL) RADIO STATIONS IN CALIFORNIA

Robert Gillman Burningham, M.A.

Brigham Young University, 1971

Advisor: J. Morris Richards

The purpose of this study is to give attention to the programming of the non-commercial radio stations in California. Findings of the study show the stations playing a substantial amount of music, with live music noticeably lacking. Almost three-fourths of those responding broadcast either no news or less than one-half hour of news a day. Even though most of the non-commercial stations in California are licensed to educational institutions, 73% of them do no in-school instructional broadcasting and 95% of them do not broadcast courses for school credit.

Eighty-six percent of the respondents reported "interest and content" as being the most important items in determining what type of program material to broadcast. However, only 40% think of what they might produce in determining what to program; and 59% show concern with whether or not the program material "fits their format." The research findings confirmed the writer's assumption that the non-commercial radio stations in California do not for the main part do audience research. Over 60% of the respondents never or only irregularly conduct an audience survey.

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COMMUNICATIONS BEHAVIOR AND THE ADOPTION OF FAMILY PLANNING METHODS

R. Kenny Burns, M.A.

University of Pennsylvania, 1972

Advisors: Larry Gross
Julian Wolpert

The study investigated the relationships between certain kinds of communication behavior and the use of contraceptive methods. The research problem raised four problems: (1) What are the differences in communications behavior among those who adopt and those who do not adopt family planning methods? (2) What channels of information are used by adopters and non-adopters? (3) How are communications behavior and awareness of methods interrelated? (4) What socio-economic characteristics are related to adoption and different levels of communications behavior?

A secondary analysis was carried out on survey data of 3151 women in 18 U.S. cities. Data was originally collected by the School of Public Health, University of North Carolina by HEW grant number MC-R-370029-05-0.

The central purpose of the present study was to explain adoption behavior of six contraceptive methods (pill, condom, IUD, foam, male and female sterilization).

Three classes of variables were defined: (1) communications behavior (2) demographic characteristics (3) fertility behavior. All data analyses, including bivariate correlation, crosstabulations, and nonparametric statistical tests were conducted on the IBM 360/75 system of the University of Pennsylvania Computer Center.

The principal findings of the research indicate:

-there was a high incidence of awareness of all six methods among all women but a large discrepancy between awareness and the decision to adopt any one method;

-channels of information differ significantly between methods. Husband and female friends are chief sources of information on the condom; medical persons are chief sources on the pill, IUD, and foam for adopters of these methods;

-adopters rely more on medical personnel as sources than do non-adopters who rarely have contact with professionals;

-Media are relatively nonimportant as initial channels of information. However, a fair number of adopters (60%) cite TV, magazine (42%), and newsprint (34%) as recent sources of information.

-Person-to-person contacts are, by far, the most frequently mentioned as initial sources of information on methods;

-on a 10-point communications index, adopters scored higher (2.25) than non-adopters (1.72); but communications behavior alone explained very little of the variance on adoption.

Among the implications of the study are suggestions that findings in social communications theory be tested and elaborated on the processes of behavior and attitude formation in the area of family planning. Related findings from the traditions of communications research, e.g., the "two-step" flow, the diffusion of information, primacy-recency differences, source credibility, etc., might be useful in explaining the discrepancies between a high awareness of contraception methods and relatively low acceptance rates of regular use.

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THE DEVELOPMENT AND CURRENT STATE OF FM RADIO BROADCASTING IN AMERICA

Arch Miller Campbell, M.A.

University of Texas, 1971

Adviser: Frank N. Pierce

Of all American media, FM radio has had the hardest time in gaining mass public

acceptance. Only since the 1960's has FM begun to be a force in mass communications. This thesis traces the development of the medium and, by an analysis of a detailed questionnaire returned by 150 Texas and national stations, details its current state in these significant areas: station ownership, programming, stereo broadcasting, automation, the amount of talk announcers are allowed to engage in, station promotion, commercial minutes per hour, station revenues, representation, and the future of FM radio as the respondents see it.

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McCLURE'S MAGAZINE:
A DECADE OF INFLUENCE IN
PUBLIC AFFAIRS, 1897-1907

Harold Cantor, M.A.

University of Minnesota, 1972

Advisor: Edwin Emery

This study goes into great detail, within the limits of its scope, to explore the historical background of the United States before Samuel Sidney McClure's time and the environment in which he grew to manhood after his emigration from Ireland in 1866. This boy, age nine, who sailed from Londonderry "quite comfortably" in steerage then, would later recross the Atlantic many times, in the most luxurious manner, in his quests for material from the best authors and poets, first for his successful newspaper syndicate and then for his own great publication, McClure's Magazine, one of the first and certainly one of the foremost periodicals during the "muckraking" period. Founded in 1893, the magazine in one decade would achieve a degree of success beyond the wildest dreams of its founder, leading to an assesment on the one hand of McClure's having been "the father of the muckraking movement," and on the one hand of his having been one of the great editors of all time.

Because reform is as old as man himself, this thesis delves deeply into previous movements of reform: in religion, in politics, in economics, and in social structure. Full historical treatment is also given to currents of change in America: in industry, in population, in educational systems, and in research methods, all of which would figure in the story of the formation of McClure's Magazine and its meteoric rise to phenomenal heights of power and influence in public affairs during the decade from 1897 to 1907.

The thesis also bring out important aspects of McClure's character: his incredible stamina in getting an education at Knox College; his precedent-setting insistence on his writers' getting into the very heart of things and bringing in a full account of a chosen topic, no matter how long it took or at what cost; his ability, in the words of one biographer, to "stir up the juices" of his staff so that, almost by instinct, he would get them to produce exactly what the magazine needed at any given time.

It would be this tremendous drive he possessed that would lead McClure to develop what seemed to his staff to be grandiose plans for a publishing empire that would cause the "great schism" of 1906, in which most of the staff, now heavy stockholders, would become alarmed at McClure's ideas and would walk out on him, taking their stock holdings with them. Thus would begin the long decline of the magazine and its editor, whose death in 1949 at the age of 92 would come almost two decades after the death of his magazine, which changed hands and format many times after McClure no longer had any

part in it.

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THE INFORMATION QUESTION AS AN ATTENTION-GETTING RHETORICAL DEVICE--IMPLICATIONS FOR RECALL OF ORALLY PRESENTED MATERIAL WITH AND WITHOUT EXPERIMENTALLY PRODUCED DISTRACTION

Joanne R. Cantor, M.A.

University of Pennsylvania, 1971

Adviser: Dolf Zillmann

To test the effect of the presence of rhetorical information questions--questions posed and answered by the communicator himself--on the audience's subsequent recall of the content of a speech, two audiotaped versions of the same lecture were created--one containing rhetorical information questions and the other without questions but identical with respect to content. An experimental investigation was conducted in which this grammatical-form manipulation of the speech was factorially varied with conditions under which the speech was heard--specifically, with vs. without interference from a competing message. The interference conditions were employed to counteract artificially high attention due to the experimental setting. After exposure to the message, subjects in each of the four independent groups were given an unexpected test of recall of the facts contained in the message. A significant interaction between grammatical form and reception condition was found in the test scores: subjects who were exposed to the question version scored significantly higher than those exposed to the statement version when interference was present, but when interference was absent, subjects exposed to statement and question versions did not differ significantly in their recall scores. Secondary measures, ratings of the speaker and his presentation, were taken to help differentiate the explanatory power of various rationales which were advanced regarding the mechanism underlying the question's effect. The facilitation of learning associated with the communication employing rhetorical information questions was discussed in terms of the questions' function of eliciting attention and activating response readiness. A learning theoretical rationale, based on the hypothesis that the usual response to questions posed in a feedback context generalizes to a covert response when questions are posed rhetorically, was considered most strongly supported.

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A STUDY OF AMERICAN FOREIGN CORRESPONDENTS IN EUROPE REPORTING EVENTS LEADING TO WORLD WAR II, 1938 - 1941

Marjorie L. Cappellari, M.A.

University of Southern California, 1972

Advisor: C. M. Anderson

The study attempts to: (1) show that the period of 1938 through 1941 was measurably significant in the history of American journalism; and (2) evaluate the efforts of the American journalists reporting the advent of World War II in terms of service to the interests of their country.

The thesis is a chronological narrative, including individual episodes and dispatches, selected from the typical or the unusual, and focusing on the reaction of American foreign correspondents to Nazi Germany.

The period is significant to journalism in several respects. It saw the maturation of the profession of foreign correspondent.

Foreign broadcast journalism got its start in 1938, and by 1941 had become a legitimate facet of journalism. Some of the men who left print journalism for broadcasting are, today, among the most prestigious figures in American journalism. Communications technology took a great leap forward in this period.

For evaluation, two theories of the function of the press in society are considered: is the correspondents' effectiveness to be judged on their ability to guide and influence, or in terms of the amount of information they provided.

The correspondents themselves were doubtful of their success in attempting to alert America to the menace of Naziism and the folly of continued appeasement. All of their warnings went unheeded by Congress and the public.

However, the correspondents, through dispatches and broadcasts, offered an insight into the psychological makeup of the Nazi government and the German people, and the strengths and weaknesses of enemies and allies that no diplomatic mission could have acquired. Consequently, when America entered the war she was well-informed as to the nature of the enemy.

When the efforts of the correspondents are measured in terms of the first theory, the four-year period was one of futility. In terms of the second, it was a time of significant achievement.

TOWARD A MORE SYSTEMATIC EXAMINATION OF THE AUDITORY CODE: A MICRO-ANALYSIS OF FOUR RADIO COMMERCIALS EMPLOYING AN ADAPTED PARALINGUISTIC PARADIGM.

John Thomas Carey, M.A.

University of Pennsylvania, 1971

Adviser: Ray L. Birdwhistell

Working in the area of communication codes, the study first considered the relation between paralinguistics and code research. The major contributions of paralinguistic researchers were outlined, emphasizing the need for a broad theoretical base from which structural meaning may be assigned to all those sounds present in human communication. The study then attempted to adapt a paralinguistic methodology to radio mediated communication. This involved the development of a multi-dimensional as well as a multi-level record of the communication. Additionally, the study incorporated those mode characteristics which may interact structurally with auditory information.

The report summarized the findings of a paralinguistic analysis of four radio commercials, emphasizing the multidimensional nature of the communication. An effort was made first, to establish that multidimensional interaction does occur in radio commercials and that such interactions are structurally significant. In addition, data was presented comparing multilevel interaction within the lexical dimension, with interaction across dimensions. Finally, an etic ordering of certain structural functions in the radio commercial (e.g. beginning and concluding boundary markers) was suggested and problem areas were outlined. In particular, the study concluded that paralinguistic analysis data might be correlated with con-

tent analysis data in an effort to determine how 'unintended' or 'unrecognized' effects of messages are structured in a piece of communication.

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CABLE TELEVISION: ITS IMPACT UPON THE BROADCAST INDUSTRY AS SEEN BY TENNESSEE BROADCASTERS AND CABLE TELEVISION SYSTEM OPERATORS

Joseph Hall Carey, M.S.

University of Tennessee, 1971

Adviser: Herbert Howard

The purpose of this study was to provide a description of the attitudes held by members of the radio, television and cable television industries within the State of Tennessee in regard to the many questions, implications and predictions which are a part of the development of the cable television industry.

Primary data were obtained through the use of a questionnaire which was mailed to all radio station managers, television station managers and cable television system operators throughout the state. Replies were received from six television station managers, fifty-one radio station managers and thirteen cable system operators, for an overall response rate of approximately 30 percent.

The results of the study show that the respondent groups frequently differed in opinion regarding the effects of the expansion of the cable television industry. The results also show that the radio respondents agreed with the respondents from the cable television industry in 53.1 percent of the questions, while the television respondents agreed with the cable television group on 40.7 percent of the questions.

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A STUDY OF A PUBLIC INFORMATION PLAN FOR THAI GOVERNMENT IN COMMUNIST INSURGENT AREAS

Chintana Chaiyasena, M.A.

Brigham Young University, 1971

Advisor: Owen S. Rich

The objective of this thesis was to provide a recommended public information plan for Thai government's programs in Communist insurgent areas.

The procedure was: (1) the study of the theoretical background of human communication, (2) the study of Communist terrorism and propaganda in Thailand, (3) gathering the information of Thai government's past and present psychological warfare programs, and (4) designing a public information program for Thai government.

The recommended plan was based upon accepted public relations practices: (1) fact-finding or research, (2) planning, (3) communicating, and (4) evaluation.

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A STUDY OF THE MAGAZINE INDUSTRY SINCE 1945 IN THE SOUTHERN STATES EAST OF THE MISSISSIPPI

Linda E. Clopton, M.A.

Indiana University, 1971

Advisers: G. Cleveland Wilhoit
Floyd G. Arpan

Except for certain respected literary journals, southern magazine publishing has virtually been ignored by American scholars. This thesis attempts to describe major independent (non-subsidized) magazines published in the Southeast since 1945, to define their problems, and to study the various approaches

to these problems by Southern publishers.

A basic list of magazines was compiled from N. W. Ayer and Son's Directory of Newspapers and Periodicals (from 1945 through 1968). Research proceeded through interviews, correspondence and mail questionnaires to editors, publishers, but also involving chamber of commerce officials, historians, librarians, the Magazine Publishers Association, Magazine Advertising Bureau, and state archives. Publishers were questioned about financing, editorial philosophy, production and editorial problems, regional advantages, and personal interviews on their chosen industry's future in the Southeast. Supportive information came from government census figures, national publishing statistics, and data regarding various historical interests.

Results suggested that scarce financial backing, low advertising volume, editorial position, inexperienced personnel, and second-rate printing facilities were traditional obstacles to successful publishing.

Rising income in the South has helped magazines, especially from the standpoint of regional advertising. An increasingly mobile, cosmopolitan population has increased Southern magazine interest in local color and history. Divergent trends in publishing philosophy have emerged: a curious blend of cosmopolitan provircialism on the one hand, and a staunch conservative, defensive attitude, prevalent in some older periodicals on the other.

A STUDY TO DETERMINE THE SOUTH DAKOTA SCHOOL DISTRICTS' INFORMATION PROGRAMS, POLICIES, AND ATTITUDES

Donald A. Clyde, M.S.

South Dakota State University, 1971

Adviser: James F. Scotton

Questionnaires were mailed to each of the school districts in South Dakota to determine their information programs, policies, and attitudes. As a point of reference, the study also focused on the Upper Midwestern state departments of education. Response from the bordering states indicated little concern for public information policies as only North Dakota and Iowa sent written policies. South Dakota had a proposed policy which had not yet been approved by state authorities.

The results of the questionnaire indicated that, in general, the local school superintendents in South Dakota agree with the proposed state policy of the Department of Public Instruction. The superintendents, like the state board, have not bothered to make any written formal policy statement as 80 percent do not have a policy statement in writing but 32 percent were able to provide a written indication of the policy guidelines under which they operate. The criteria contained in the policies seemed to be given by the person in charge of public information, which, in 93.3 percent of the cases was the school superintendent. Thusly, the school superintendent delegated very little authority and remained in direct control of developing and carrying out public information policies.

Although there was variation in the training of the individual delegated for the

dissemination of news, there was little variation in the channel used by the individuals to contact the media. The news release was by far the most common means of contacting the public. However, there were also frequent telephone and personal contacts made by the educators.

A great many of the respondents indicated an inadequacy in their public information policies while indicating a high percentage of the public as being informed. To make this paradox even more interesting, the perception of the importance of school news, as indicated by the administrators and what they perceived the interest of the press to be, were at opposite ends of the school dissemination spectrum.

The incorporation by the districts of a good written public information policy would alleviate some of the conflict in news dissemination.

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PROVINCIAL JOURNALISM
AND NATIONAL DEVELOPMENT IN MEXICO,
WITH SPECIAL CONSIDERATION OF MONTERREY,
GUADALAJARA AND PUEBLA

Phillip Eugene Cobb, M.A.

University of Texas at Austin, 1971

Adviser: Joseph A. Taylor

This thesis is a study of the relationship between provincial journalism and national development in Mexico. It examines how these entities impel and retard the growth of one another. Special emphasis is also given to economics, education, literacy and the social classes in Mexico, especially in Monterrey, Guadalajara and Puebla. The basic conclusion of the thesis is that Mexico is in a state of transition between development and underdevelopment, and that the state of the provincial press reflects this transitory situation.

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THE DEVELOPMENT AND TESTING
OF AN AUTO-INSTRUCTIONAL PROGRAM
IN NEWS LEAD WRITING

Lucien E. Coleman, M.A.

University of Kentucky, 1971

Adviser: Bruce H. Westley

This thesis describes the development and testing of a programed self-instructional unit for beginning journalism students. The project grew out of the belief that elementary techniques of news writing could be taught through self-instructional materials, with a resultant economy of classroom time, and that such materials could be prepared by journalism instructors on a local basis at minimal cost.

The project was designed to answer three key questions: (1) Can an instructor with no professional training in programming techniques produce a workable self-instructional unit? (2) Can such a unit be an effective medium of instruction? (3) Can the use of such a unit result in economy of classroom time? The results supported affirmative answers to all three questions.

Validation testing of the program included an experimental tryout. An experimental group worked through the self-instructional program while another group was exposed to lectures covering the same material. A pre-test and post-test were administered to all subjects. In comparisons of mean gain scores, no significant differences were found between experimental and comparison groups. However, some evidence was produced indica-

ting that the experimental group had worked through the programed material with greater economy of time.

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THE ELECTION OF PRESTON SMITH AS GOVERNOR OF TEXAS IN 1968

Jerry Douglas Conn, M.A.

University of Texas, 1971

Adviser: Norris G. Davis

The election of Preston Smith in 1968 as Governor of Texas is analyzed as an effort in communication through the political campaign. The man is analyzed politically and as a communicator, his strengths and his weaknesses, and his background as a contributing factor. His political career is developed with emphasis beginning with his election to lieutenant governor and his concentrated effort for election to governor, including the 1968 Democratic Primaries and General Election. Conclusions are then discussed on his political strengths and his use and concepts of the mass media.

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COVERAGE OF A CONTROVERSY BY THREE DAILIES: LOCAL, AREA, AND REGIONAL

Ann Conner, M.S.

University of Kansas, 1972

Adviser: John B. Bremner

In June 1970, the Atomic Energy Commission (AEC) announced plans for a nuclear waste storage facility in an abandoned salt mine at Lyons, Kansas. Most of the 4,500 people in Lyons thought the advantages of the multi-million dollar project outweighed its disadvantages; others in the state feared radioactive pollution. The ensuing controversy, shaded with political and economic overtones, is the subject of this thesis.

Through qualitative content analysis, the study examines six months of news and editorial coverage of the AEC project during 1971, in the small town paper, the Lyons Daily News, and in two larger dailies, the Hutchinson News and the Wichita Eagle and Beacon. More than 300 items are classified as favorable, unfavorable, or neutral to the AEC project. The differences in coverage are described. Special attention is paid to choice of words in headlines.

The hypotheses that guided the focus of the content analysis suggested that differences in editorial coverage would be reflected in differences in the news coverage of the project. In general, the study shows some correspondence between editorial and news coverage tendencies. Specifically, the content analysis confirms previous findings that small town papers often show a strong tendency to defend community cohesiveness and pride from outside attack or insult. Editorials and news stories in the Lyons paper were more favorable to the project than were editorials and news stories in the two other papers. These differences in coverage are viewed as expressions of the specialized roles played by different newspapers in their respective communities.

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THE BOYCOTT AGAINST SCHANEN: ECONOMIC AND SOCIAL PRESSURES AT WORK

Julia M. Connor, M.A.

University of Wisconsin, 1972

Advisor: David G. Clark

Beginning in the summer of 1969, three Wisconsin weekly newspapers were boycotted because the publisher, William Schanen, Jr., refused to cancel a printing contract for a Milwaukee-based underground newspaper, Kaleidoscope. As a result of the boycott, Schanen was forced to sell two of his newspapers and a third was severely damaged financially. The boycott was precipitated by a series of open letters, written by an industrialist in Ozaukee County, where Schanen published his newspapers. Previous to the distribution of the first open letter, there had been scattered opposition in the county to Kaleidoscope; once the open letter was distributed, those people against Kaleidoscope had a focus for their opposition. Almost immediately people began to apply pressure to businessmen to cancel their advertisements and the businessmen did. The boycott continued for almost two and one-half years, ending only after Schanen died and Kaleidoscope ceased publication.

This thesis is an investigation of social and economic pressures on freedom of the press. It examines the events leading to the boycott, describes the actions and attitudes of the people involved and analyzes the amount and kinds of support both sides received.

A major theme in this thesis is that freedom of the press exists only to a point; that even if a publisher stays within the law, he is not entirely free to do what he chooses, without risking the loss of his newspaper. The Schanen boycott reminded people of something they already knew--as a group, advertisers have strong control of the community press.

THE WEST VIRGINIA UNIVERSITY STUDENT MARKET: A COMPARATIVE ANALYSIS OF STUDENT EXPENDITURES AND STUDENT OPINIONS OF THE MORGANTOWN BUSINESS COMMUNITY, 1963 AND 1971

James Davisson Courtney, M.S.

West Virginia University, 1971

Advisor: Edward C. Smith

This study replicates the 1963 master's thesis "West Virginia University Students: Their Expenditures and Attitudes Toward Morgantown Businesses" by Richard L. Hopkins.

The purpose of this replication is (1) to provide current market research concerning the West Virginia University student market and (2) to compare the economic contribution of this student market for 1963 and 1971.

Students were surveyed during registration for second semester 1970-71 to determine their expenditures and opinions of the Morgantown business community. The 32-item questionnaire was returned by 13,375 respondents, representing a 91.9 percent return from the 14,556 students enrolled.

Responses indicated that student opinion of the business community grew less favorable as student class rank increased. Opinion of restaurants, recreational facilities, and prices were generally unfavorable, while opinions of merchants, sales clerks, and clothing stores were generally favorable. Opinion of restaurants and clothing stores became more favorable from 1963 to 1971, while opinion of Morgantown prices became less favorable.

Students spend an estimated $2.5 million monthly, excluding University fees. Comparison of 1963 and 1971 findings indicated that student expenditures increased about two and one-half times.

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SUCCESS OF JUNIOR COLLEGE TRANSFER STUDENTS IN THE FOUR-YEAR JOURNALISM PROGRAM AT FRESNO STATE COLLEGE

Timothy C. Cox, M.A.

Fresno State College, 1971

Adviser: Arthur H. Margosian

Of some concern to Journalism educators are the relative relationships of "positive self image," "peer relationships" and Journalistic competency. One focus of this relates to whether successful junior college transfer students will do better in upper division Journalism courses than will four-year students at the institution offering these courses. Presumably the former would have "self-image" advantages of more personal attention and less competition; the latter might be more familiar with the campus and potential news sources.

This thesis attempts to examine this issue in one specific case: that of the News-Editorial sequence of the Fresno State College Journalism Department, 1964-1970. Records produced 38 four-year students and 36 transfer students who qualified (via graduation, etc.) for comparison re academic success in this sequence. Measurement was of each group's total cumulative grade-point average (based on a 4-point maximum) for eight relevant core courses. Null hypotheses, of no statistically significant differences between the GPA means of each group, were formed re each course. Assessment was via the t-test.

Findings supported six of the hypotheses --and an overall one of no statistically significant difference between total GPA means of the groups across all courses. Statistically significant differences were found between means for the "Reporting" Course: here the transfer student mean was 3.694; the four-year student mean, 3.103. Conversely, the latter was significantly higher (2.857 vs. 2.470) re the Journalism History course. These differences may be due more to early variation in scholastic training modes than to under-consideration variables.

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THE NEWSMAN AND CONFIDENTIAL SOURCES: A FOCUS ON THE EARL CALDWELL CASE

Twila Jean Crawford, M.S.

Kansas State University, 1971

Adviser: Everette E. Dennis

The objectives of this study were to (1) summarize the historical aspect of confidential sources and information; (2) discuss arguments concerning confidential communications and newsmen's privileges; (3) discuss the special problems of 1970 concerning the government's issuance of subpoenas to news organizations and officials who were reporting about radicals; (4) document the Earl Caldwell court case from its origin to the Ninth U.S. Court of Appeals decision; (5) survey news personnel with national media and attorneys who were involved in events of 1970 pertinent to this study and determine if there are differences of opinion between the professions concerning confidential communications.

Social and political turmoil set the scene for 1970 when numerous government subpoenas were issued to news media to obtain information about radical groups. New York Times Reporter Earl Caldwell became a central figure of the controversy between the press and government with his refusal to appear

before a federal grand jury investigating the Black Panther Party, a militant revolutionary organization.

The newsman who is subpoenaed often is caught between his professional code of ethics which prohibits him from revealing confidential sources and information and his duty as a citizen to testify before a grand jury or court. Caldwell was confronted with the conflicts of testifying and turned to the First Amendment for protection against government subpoenas.

A United States court of appeals ruled in Caldwell's favor, stating that a reporter cannot be ordered to appear before a secret federal grand jury unless the government demonstrates a "compelling need" for his testimony. The government has an appeal of the ruling before the United States Supreme Court which has never decided a case directly on the question of press subpoenas.

Journalists have no common law privilege to refuse to give the name of their sources of information. Seventeen states, however, have shield laws concerning newsmen's privilege. The need for uninhibited flow of news is the basic argument in favor of shield laws. But opponents contend that journalistic privilege would hinder the judicial branch of government in the administration of justice. Because of differing state statutes and contradictory court decisions, the idea of a federal newsmen's privilege act seems to be gaining support among newsmen.

In the survey in this study, thirty persons--15 journalists and 15 attorneys--were selected to receive a questionnaire. Six news media personnel and five attorneys responded to the questionnaire. Both journalists and attorneys believed (1) there was harrassment against the news media during 1970 by federal law enforcement officials; (2) reporters' notes, unused pictures, television out-takes, and complete records and files should not be available to government authorities; (3) newsmen should not have the same legal obligations as any citizen to testify in grand jury or court proceedings; (4) there should be a Supreme Court ruling defining privileged communications; and (5) there should be a federal shield law.

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"OF OTHER DAYS. . ."
--LOCAL HISTORY IN THE PARIS NEWS

Robert Ney Crook, Jr., M.A.

University of Texas at Austin, 1971

Adviser: C. Richard King

Local history was written in the Paris News because of the combination of talents of A. W. Neville and A. G. Mayse. Neville, at age 65 in 1929, gave in to the urging of News publisher "Pat" Mayse and began drawing from his 50 years as a news reporter, printer, city official, and businessman in Paris and the Red River Valley to write the approximately 7,000 daily "Backward Glances" columns and two books--The History of Lamar County and The Red River Valley Then and Now. Throughout the writing, it was Mayse who was the instigator and Neville the willing and authentic historian.

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A SURVEY OF PARENTAL ATTITUDES TOWARD SELECTED ASPECTS OF THE SCHOOLS OF THE MORENO VALLEY UNIFIED SCHOOL DISTRICT SUNNYMEAD, CALIFORNIA--1972

Harry B. Crosthwaite, M.A.

California State University
Fullerton, 1972

Adviser: James Alexander

The purpose of this study was to investigate parents' opinions, attitudes, and knowledge of selected aspects regarding the schools of the Moreno Valley Unified School District, Sunnymead, California, 1972.

As part of the procedure, a questionnaire was sent to a randomly selected group of 704 parents with children in the district's grades: five, seven, and ten. These parents represent the MVUSD's elementary, junior high, and high school program of education.

Major findings revealed that parents believe the biggest problems in the district to be lack of discipline and vandalism. Parents consider particularly good, these preferences: facilities, teachers, and curriculum. On rating the mass media on how well they serve the district's educational needs, parents rated them in this order: (1) newspapers; (2) radio; and (3) television.

Recommendations were made for the district to: (1) employ a person to write more news stories as part of an improved information program developed as part of a continuous education public relations program; and (2) also for the same person employed to produce a monthly news letter for distribution to parents.

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AN INQUIRY INTO THE IMAGE OF FOOD AND FOOD HABITS AS PRESENTED BY TELEVISION FOOD COMMERCIALS

Peter Frank Cuozzo, M.A.

University of Pennsylvania, 1971

Advisor: Larry P. Gross

This study examined the content of television commercials promoting food. The primary areas of concern in this research were: (a) the kind of foods promoted, and the part the food played in the activity of the ad characters, (b) the physical and social context of this activity, and (c) what was evident concerning the role of the user of the food in making it ready for consumption. The study considered these concerns relative to the problem of growing nutritional inadequacies in the United States and the role of institutions such as the food industry and the advertising industry regarding these concerns. The operation, in a sense, was one of mapping the contextual space of the frame of reference many people must use regarding food.

Analysis of the data collected over a two-day period provided verification of a number of points which hitherto have had little analytic basis. In addition, it pointed to content which was not so evident and suggested the presence of other relationships worth investigating further. First, the data indicated that the overwhelming emphasis in the ads was on sensory pleasure (nearly 99%) and conversely, there was a de-emphasis on nutrition. Moreover, sugar proved to be the food promoted most over all (25%), where foods considered essential to health received relatively little attention. Snacks or between-meal foods made up the content of nearly one-half of all the ads considered. The statistics indicated little positive association between sensory pleasure and nutrition, and even suggested that there might be a negative relationship. When nutrition was mentioned, much of the time its message was made up of emotional, non-informative content which the study referred to as "sympathetic appeal". The analysis of the data also indicated that children appear to be the specific target of about one-third of the types of ads examined. When they are, snacks and few of

the foods considered nutritious made up relatively more of the ads than for adults.

The relatively minor role played by the family as a significant factor regarding food was evident, as was the high use of snacks in social situations other than the family.

Finally, the results measured a marked de-emphasis of the preparation of food, as either the advertised food is prepared by the manufacturer or by other, unspecified or fantasy characters.

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READABILITY ANALYSIS--A PREDICTOR OF CAMPAIGN SUCCESS?

Andrew Jackson Curry, Jr., M.A.

University of Georgia, 1972

Advisor: Richard E. O'Brien

A study was conducted to analyze the persuasive tactics used by Jimmy Carter and Carl Sanders in their political speeches during the campaign for the Georgia Democratic gubernatorial nomination. The specific research objective was to determine the validity of the Flesch Reading Ease Formula in predicting campaign success when compared to the median level of voter education.

The Flesch Reading Ease Formula was applied to a representative sample of speeches from each candidate. Reading ease was reflected in the level of education required for comprehension and compared to the median level of education, as indicated by census data, for counties where the candidates received a simple majority of votes. The basic premise is that in order to be persuaded an audience must comprehend the message being communicated to it.

Data from this study indicates that in this particular campaign, differences in levels of readability between the candidates' speeches were not significant enough to be considered as factors in the outcome of this election. Readability formulas do not appear to possess enough indices of persuasibility necessary to assign specific persuasive values to political speeches. Furthermore, the relevance of readability to contemporary campaign strategy is questionable because of the reduced importance of the prepared political speech as a persuasive tool.

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A STUDY OF COLLEGE STUDENT NEWS MEDIA PREFERENCES: WHAT'S DIFFERENT ABOUT THE TELEVISION GENERATION?

William G. Cushing, M.A.

University of Oregon, 1971

Adviser: James B. Lemert

The study investigates the question of how today's college students, as members of one of the first generations to live wholly in an era in which television is in wide use, differ from adult non-students in their orientation to the news media. Three alternative hypotheses were stated: (1) college students are less oriented to television and more oriented to newspapers than are adult non-students; (2) college students are more oriented to television than are adult non-students; (3) college students are less oriented to television and more oriented to news-magazines than are adult non-students.

Student data were obtained by a random sample of 150 students drawn from the University of Oregon student directory. Of these, 87 percent were interviewed by telephone. The sample corresponded closely to percentages of student groups for the university as a whole. Four Roper-style "use" and "belief" questions

were used for comparison with general sample data obtained by Lemert in late fall and early winter of 1970 and 1971.

Students--in sharp contrast to adult non-students--were more likely to use and believe newsmagazines and "people." The third hypothesis, asserting that students were more oriented to newsmagazines and less oriented to television than adult non-students, thus was supported. Despite (or because of?) the fact they have always had access to television, students at best used and believed television no more, and no less, than adult non-students. Newspapers were generally used and believed slightly less often by students. Radio news proved to be relatively unimportant for both groups.

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VIDEO TAPE USAGE
IN BUSINESS AND INDUSTRY

Darlene Carol Dale, M.A.

Brigham Young University, 1972

Advisor: J. Morris Richards

Business and industry are increasingly utilizing video tape recordings for a variety of applications. The prime use of video tape by business and industry is as an information disseminating tool, with the emphasis on in-house education of employees. Many companies using video tape find it effective and efficient, while others find it a difficult medium to implement.

Lack of knowledge about television and television production is the main cause of difficulty with the video tape medium. Companies using video tape successfully use it to meet specific needs as an integrated part of their program, rather than as a single medium for information dissemination. Included in this thesis is a model, "Business and Industrial VTR Purchase Model," synthesized from the information gathered during the study.

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ENVIRONMENTAL AWARENESS IN SELECTED
PRINT MEDIA: 1966-70

Robert Jonathan Davis III, M.A.

University of Texas, 1972

Adviser: Olin Hinkle

A dramatic increase in environmental reporting in the seven largest circulating general interest magazines in nation and two daily newspapers occurred between January 1966 and July 1970.

Most of the increase appeared in late 1969 and early 1970. During this time the nine periodicals sampled quadrupled their number of environmental news items, features, cartoons and editorials.

Water and air pollution were among the nine specific environmental themes given highest priorities among the newspapers sampled compared to a relatively greater stress on conservation and over-population by the magazines.

Contrary to what was hypothesized, the amount of advertising with an environmental theme fluctuated greatly and declined somewhat during the four-and-a-half-year sampling period.

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THE PUBLIC RELATIONS ACTIVITY OF THE
UNITED MINE WORKERS OF AMERICA
BETWEEN 1946 and 1950: A CONTRIBUTION
TO THE HISTORY OF PUBLIC RELATIONS

Robert William Deimel, M. S.

West Virginia University, 1971

Advisor: Hunter P. McCartney

This study records and analyzes the public relations activity employed by the United Mine Workers of America (UMWA) and its president, John L. Lewis, between 1946 and 1950. A detailed background of Lewis's early life and the mining conditions near the beginning of the century are provided to enable the reader to understand the factors and conditions which influenced Lewis's thinking and his choice of life goals. Major speeches and other public relations activity are examined in the light of then-current events in labor, government, and the international situation leading up to World War II. Public relations problems concerning the UMWA in its relationship with the American public preceding, during, and following the war are analyzed in terms of the goals of the UMWA and the needs of the miners during that period.

The remainder of the thesis is an analysis of the public relations campaign associated with the two Welfare and Retirement Funds won for the miners in 1948. A detailed account of this campaign, the largest in UMWA history, is provided with an analysis in terms of the goals of the campaign, the circumstances surrounding its inception, and the success achieved as evidenced in the acceptance of the stories by the national press and the reaction of the press in its editorials.

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ALTERING THE MEDIUM CAN ALTER THE MESSAGE: INTERPRETATIONS RESULTING FROM COMMON TYPOGRAPHIC VARIATIONS

Matthew John DeJulio, Jr., M.A.

University of Pennsylvania, 1972

Advisor: Larry P. Gross

This study sought to find out whether a change in the structural form of a message can influence interpretations of the message content. The medium in question was the print medium and the structural change was typeface.

Subjects were exposed to the same message content, consisting of the words of two speakers, under three typographical conditions. In Phase I, some subjects read the words of one speaker in boldface, the words of the other in lightface. The situation was reversed for a second group. A third group read all words in a neutral typeface. In Phase II, some subjects read the words of one speaker in an artistic, serif, Old Style type, the words of the other in a plain, sans serif style. The situation was reversed for a second group. A third group read all words in the same type.

The major findings were: (1) Under certain conditions typography can influence readers' interpretations of a given message content. (2) Females are much more susceptible to this influence than males. (3) The effects are most pronounced when readers are asked to judge feelings, particularly emotion, and negligible when readers are asked to judge truth. (4) The effects are most pronounced when the reader is already in agreement with the message content and seeks re-inforcement; less pronounced when the effects contradict strong feelings; and least pronounced when the reader has no strong feelings one way or the other.

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THE GROWTH AND DEVELOPMENT OF THE JOHNSON PUBLISHING COMPANY

Carolyn Dennis, M.A.

Michigan State University, 1972

Adviser: V. M. Mishra

The purpose of this thesis was to examine the growth and development of the Johnson Publishing Company (JPC), and to explain how and why it became the largest Black magazine enterprise today. The study explained how founder and publisher, John H. Johnson, systematically built JPC into a $17,000,000 business despite obstacles directed at a Black press. Descriptive and historical analyses were used to define JPC's role as a Black press.

Attention was given to all JPC magazines, thereby showing that the company is much more than the Ebony magazine. The successful publications, including Ebony, Jet, Tan and Black World, were discussed, as were the JPC failures, Ebony Africa, Copper Romance and Hue. Various advertising and readership statistics were offered.

Much of the data collected was the result of an in-depth interview with publisher Johnson, who described, among other factors, the plans for Black Stars, a new JPC magazine to begin in November, 1971.

The study explained why JPC has no significant Black competition today. Tuesday, Essence, Sepia and Black Sports were compared to the JPC magazines.

The JPC non-publishing interests, including the Ebony fashion fair, Ebony book and record clubs, and Supreme Beauty Products, were discussed. The importance of the diversified non-publishing interests was explained in regard to the growth and development of the JPC magazines.

A COMPARATIVE STUDY OF THE LICENSE RENEWAL APPLICATIONS OF BLACK AND WHITE OWNED RADIO STATIONS

Hubert Depland, Jr., M.S.

University of Illinois, 1971

Advisor: Donald Mullally

The complaint most often made by reformers of Black-oriented radio, is that white station ownership is causing these "soul" stations to be totally unresponsive to the needs of the people they are licensed to serve. Implicit in this charge is that Black ownership of these radio outlets would mean greater responsiveness to the public interest, convenience, and necessity. The purpose of this study is to test this implied claim.

Black-owned and oriented radio stations were matched against white-owned and Black-oriented, and general market radio stations in comparable markets. A detailed study of the latest license renewal applications of these stations was then made. On the basis of this, the stations' renewal applications were compared.

The results show that there are no significant differences between the potential of the three types of stations studied, inasfar as ascertaining and serving the needs of the people in the respective listening areas is concerned. The results therefore do not support the reformers' claim that white ownership causes Black-oriented radio to be less responsive to the needs of the community than Black ownership would.

But while the results of this study do not support the reformers' claim, they do not necessarily refute that claim. This study did not, and by its nature is prevented from measuring performance; it measured only potential. There can be great differences between potential and performance.

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A Q-TECHNIQUE STUDY OF ALUMNI ATTITUDES REGARDING VOLUNTARY FINANCIAL SUPPORT OF KENT STATE UNIVERSITY

C. Brent DeVore, M.A.

Kent State University, 1971

Adviser: Richard A. Schreiber

Three significant correlational effects (factors) were discovered suggesting three attitude groupings. They included:

(1) Moderate/Liberal and Supportive. Support is needed now more than ever and campus radicals will not deter their support. Alumni have a duty to support alma mater, but the gift amount is secondary to participation. Winning athletics will not influence their support; (2) Conservative and Nostalgic. Warm memories motivate their giving and the gift amount is secondary to participation. Support may stop if the administration doesn't "get tougher." Financial assistance should be based on scholastic achievement and need. No special consideration should be given to worthy minority group students; (3) Liberal and Individual Rights Oriented. Campus radicals will not deter their support. Campus freedom of speech must be maintained. Most gifts should be spent on scholarships with need being as important as scholastic achievement. Gift support for athletics should not be increased.

Areas of Consensus: Kent State is not a "second-rate school." Majority of students are responsible and deserve support. State universities need private

"second-rate school." Majority of students are responsible and deserve support. State universities need private gifts. Concern is with Kent State today and not in the past. Mail appeals are read. Don't solicit during Christmas season. Seeking gifts strictly on a departmental basis would be too restrictive.

Implications: Future appeals should seek unrestricted gifts, assistance for worthy students and departmental and specialized areas--in that order. Low key on athletics. Work to raise giving levels. Personalization, format and mentioning gift tax deductibility are helpful but the crucial element is the message, stress promising programs and not a needy institution.

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THE PRESS AND THE PRESIDENTS OF THE REPUBLIC OF TEXAS

Donna Lee Dickerson, M.A.

University of Texas at Austin, 1971

Adviser: C. Richard King

This thesis discusses the relationship each president of the Republic of Texas held with the Republic's editors and newspapers. The attitudes toward the press held by David G. Burnet, Sam Houston, Mirabeau Lamar and Anson Jones are detailed in view of their own personal involvements with the press and their political involvements. The thesis treats only the period from 1836 to 1845.

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A Q-SORT ANALYSIS OF MEN AND WOMEN'S READING INTERESTS IN PICTURES

John A. Dickinson, M.A.

Louisiana State University, 1972

Advisor: Richard H. Wiggins

This study sought to gain insights into and make generalizations about the relative interest men and women have in reading about certain subjects portrayed in printed pictures (reading text accompanying or relating

to those pictures).

Thirty men and thirty women in a Q-Sort interview placed sixty photographs into a nine-level scale ranging from least to most interest in readership. Pictures were placed in ten categories by a panel.

Results of the sorts were analyzed statistically by analysis of variance and factor analysis. Ten hypotheses relating to the interests of men and women in reading about the pictures were tested. Significant differences (.05, .01, or .001) between the scores given pictures by respondents were noted on the "Science," "Spectator Sports," and "Sex Appeal" categories, preferred by men, and "Social Problems," "Picturesque," "Human Interest," and "Oddity," categories, preferred by women. Men and women interviewed found pictures representing "War," "Fame, Fortune, Personality," and "Disaster, Violence, Accidents" of approximately equal interest.

The most popular pictures to all respondents (grouped scores) represented the relatively sensational categories--"War" and "Disaster, Violence, Accidents." The least interesting for reading was the "Picturesque" category.

An F of 1.44, significant to the .05 level, indicated interaction between sex and picture categories. This showed respondents did not view the pictures as being representative of the ten categories.

A factor analysis based on intercorrelations of scores of men and women on each picture indicated "Sex Appeal" was the only category in which there was no subject overlap for men and women. This category was independent of the other nine in sorts of both sexes.

The factors in the factor analysis confirmed that readers saw the pictures representing different subject areas from the ten categories under which the panel was required to place the photos. Men placed pictures under sixteen factors and women, seventeen.

A TELEVISION APPROACH TO THEATRE OF THE ABSURD: AN EXPERIMENTAL STUDY OF THE PRODUCTION ELEMENTS INVOLVED IN THE ADAPTATION OF A THEATRE OF THE ABSURD PLAY, EUGENE IONESCO'S THE LEADER, FROM STAGE TO TELEVISION

Michele Sandra Dickoff, M.A.

University of Florida, 1972

Advisor: Ron Whittaker

This thesis was an experimental study of production elements involved in the adaptation of a theatre of the absurd play from stage to television. The play selected was Eugene Ionesco's The Leader, which was originally written for the stage. The purpose of the study was to determine the type and magnitude of production changes necessary to effectively produce a theatre of the absurd play on television. Two versions of The Leader, one designed for the stage, and one adapted for television, were produced and directed by the writer as part of this study.

Basic differences between production elements in both media were reviewed before concentrating on the specific problems involved with the adaptation for television of this rather demanding, and as yet relatively unexplored, genre of theatre.

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A STUDY OF CORPORATE UNITY THROUGH THE DEVELOPMENT OF AN EFFECTIVE EMPLOYEE COMMUNICATIONS SYSTEM

Charles Edward Ditterline, Jr., M.S.

University of Utah, 1971

Advisor: Milton C. Hollstein

Complexity in the business organization has caused gaps in the communications between the corporation and the employee. In order to shorten these gaps, for they will never be completely eliminated, an effective corporate communications system to inform the employee of the attitudes and desires of management is necessary. In addition, as a result of the effective functioning of this communications system, management will be informed of the needs and expectations of the employee.

In beginning the task of establishing a corporate communications system, the communicator must examine and attempt to maintain existing communications in the company, using them as a base on which to build a comprehensive program. In examining the existing communications, the communicator will observe a complex network of informal communications, created by the informal work group. This informal system represents the company grapevine. The author does not regard the grapevine as an institutional evil, but rather dissects its component parts and uses the techniques on which it thrives to insure the success of the corporate communications system.

Included in the thesis is a sample draft of a written communications policy in which the author outlines the responsibility and authority of the individual in charge of employee communications. The draft also details the requirements to be made of management in establishing and maintaining the system.

The communicator must examine each of the media used to reach the employee and determine its suitability to carry the intended message. Management bulletins, newsletters, general administrative communications, employee magazines and newspapers, daily news digests, employee letters, reading racks, pay envelope inserts, posters, employee annual reports, employee meetings, electronic media and audio-graphic communications are examined separately to determine suitability for a given audience.

Selection of the proper media is important, but the communicator must also examine the differences between the degree of receptivity of messages, particularly between professionals and non-professionals. In realizing these differences, the communicator can adapt the media to deliver more effective messages and he can insure that these messages will be received.

Improving supervisory communications is an important aspect of the successful communications system. Because of the close working relationships which supervisors have with their employees, they can best communicate the needs of management to the employee. Surveys have shown, however, that supervisors do not consider it their job to relay communications messages other than as part of the day-to-day work routine. Ways to readjust supervisory thinking and provide communications training for supervisors are discussed in detail in the thesis.

The ultimate goal of the communications program is to motivate the employee to increased production through greater satisfaction with his job. Authorities differ greatly as to how this is accomplished. The au-

thor subscribes to the Frederick Herzberg philosophy which correlates morale to productivity.

One of the major outcomes of an effective communications system is the support of the employee in enhancing the corporate image in the community. Several studies are presented which detail the influence which the employee has on the corporate image by positive or negative comments which he makes, regarding the company, to his neighbors.

The conclusion of the thesis is that while there are no perfect, final solutions to the problems of communications in business, a greater corporate unity resulting in increased productivity and profit may be gained by examining and attempting to solve the needs of the employee and coupling these needs with the goals of the corporation.

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PUBLIC RELATIONS IN
LIBRARY ADMINISTRATION - 1970

Marsha A. Dolby, M.A.

University of Southern California, 1971

Chairman: William S. Caldwell

The study analyzed the understanding and use of public relations and public relations techniques by public libraries throughout the United States in 1970. It considered three major questions: (1) the attitude toward public relations which exists in public libraries today, and the importance given to it in public library administration; (2) the kinds of public relations techniques which are being used in public libraries throughout the country, and the extent to which they are used; and (3) the extent to which libraries are recruiting and training personnel to carry out the public relations function of library administration.

The study methods included a mail survey, a literature search, an activity study, a recruitment study and interviews.

Data gathered indicated that public library administrators are interested in public relations, but have little understanding of its use. Only basic public relations programs and activities are used in most public libraries, and no recruiting for public relations specialists is evident. The data suggested, however, a beginning trend toward greater awareness and increased action in each of these areas.

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THE ETHNIC PUBLICATION ON THE
CALIFORNIA COMMUNITY COLLEGE CAMPUS

Bert R. Dragin, M. A.

University of Southern California, 1971

Advisor: T. E. Kruglak

The purpose of the study was to gain understanding of the impetus, role, worth and future of the ethnic publication on the California community college campus. An ethnic publication is defined as "any publication in addition to the regular campus newspaper, sanctioned by the administration and distributed on campus." The term "ethnic" was chosen in an ad hoc manner; after identifying all the publications that fit the above definition, it was determined that almost all of them are produced by a specific ethnic minority group.

There are eight (and one defunct) ethnic publications. Three are produced by Mexican-American students and three by Black students.

The results of the study indicate that ethnic publications are not evolving in re-

sponse to any identifiable deficiency in the California community college journalism curriculum. Rather, it was discovered, each one came into being because of circumstances unique to its own campus; in most cases a heavy enrollment of minority students provided a climate conducive to its growth.

Along with the establishment of the ethnic publication (usually financed by student body funds), the study also dealt with the critical shortage of minority student enrollment in journalism at the California community college. The ethnic publication, which does, in some cases, achieve a measure of success, cannot really compensate for the ethnically disproportionate enrollment figures. In fact, many of the minority students that participate in the ethnic publications while eschewing the journalism curriculum, tend to regard the press solely as a means to "react against something."

It was recommended that further studies be done in journalism programs at the California community colleges. In particular, statistical studies that might help determine which communities have the greatest shortage of minority student enrollment. Other studies might attempt to understand minority student views of the media, and their feeling about the feasibility of a career in journalism.

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ANALYSIS OF AN OPINION JOURNAL, NATIONAL REVIEW, 1955-1972

James Drummond, M.A.

California State University
Fullerton, 1972

Adviser: Ted C. Smythe

National Review holds a unique position among what press historian Edwin Emery calls America's "struggling magazines of opinion." Founded in 1955 by William F. Buckley, Jr., the magazine has grown from a circulation of 18,000 to nearly 140,000 in 1972. Best known and most influential of the conservative publications in America, National Review has promoted Buckley and a variety of conservative ideas and writers.

Using a methodology involving historical and content description, the author reviewed each issue to derive these factors which contributed to the magazire's influence in political thought and to its development of economic stability. Among the eight factors defined are successful campaigns for donations from the magazine's readers, exposure through other media of Buckley, diversification of the corporation's media holdings, and a modern format to attract advertisers and newsstand sales. The author also discusses the influence of Dr. Linus Pauling's libel suit and criticism of the John Birch Society's Robert Welch and Popes John and Paul.

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CONNOTATIONS OF TERMINOLOGY USED IN COOPERATIVE COMMUNICATIONS

Gerald Dryer, M.S.

University of Wisconsin, 1972

Adviser: Claron Burnett

This was a survey of 422 farmer members of agricultural cooperatives in Wisconsin, designed mostly to determine the connotations they attach to various terms used in communicating about cooperatives. Aim was largely to determine which of several alternatives seem most desirable for cooperative communicators to use.

The terms "farmer-owned" and "farmer-

controlled" were about equal and had desirable connotations. They greatly preferred the term "bargaining power" to the alternative "collective bargaining" and they preferred "cash discount" to "volume discount" or "patronage refunds." These three are manners of redistributing profits of the cooperative. "Agribusiness firm" was not a favorably received term, and "farm supply/marketing corporation" or "farmer cooperative" seem preferable, with the latter having a slight edge in favorability of the connotation. The thesis analyzes responses controlling for age, income, and education.

Data were collected by a 10-adjective semantic differential scale, and differences between concepts were tested for each scale separately by a one way analysis of variance with repeated measurements (equivalent to a t-test on correlated means). For comparisons of different income, education, and age groups, the ANOVA was for independent samples with an average score over all adjectives.

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PSYCHOPHYSIOLOGICAL CORRELATES
OF TELEVISED VIOLENCE IN FICTIONAL
AND NONFICTIONAL CONTEXTS:
A PRELIMINARY STUDY

Edward Wesley Dunn, Jr., M.A.

University of Texas, 1971

Adviser: Wayne A. Danielson

The thesis describes an experiment designed to investigate the verbal and psychophysiological impact of the context of televised violence. Half of the subjects were shown a televised violent scene and were told that the scene came from a television newscast; the other half viewed the same scene, but were told it came from a television dramatic program. Results yielded insignificant differences between the two contexts on one verbal measure and two psychophysiological measures (GSR and photoplethysmography). It was speculated from these results that violence presented in television news is no less arousing than violence presented in television dramatic programs.

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AN ANALYSIS OF COURSES TAKEN
AT THE UNIVERSITY OF TEXAS AT AUSTIN
BY A SAMPLE OF
SCHOOL OF COMMUNICATION STUDENTS

Harvey Albert Eastman, M.A.

University of Texas at Austin, 1971

Adviser: Wayne Danielson

A disproportionate random sample was chosen from a population stratified by number of hours attempted. The population was comprised of University of Texas at Austin School of Communication students. The selected students' course records were punched on cards and various computer runs were completed to analyze course selection patterns and student performance.

Predictions of results were for the most part substantiated. The major finding was that the general course selections followed closely the degree requirements of the University of Texas and the School of Communication.

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INFORMATION SOURCES ABOUT TEENAGE GANGS USED BY PHILADELPHIA GANG WORKERS AND THE CREDIBILITY THEY ASCRIBE TO THESE SOURCES

Donna Lloyd Ellis, M.A.

University of Pennsylvania, 1971

Advisor: Charles R. Wright

This study describes the information sources used by gang workers in Philadelphia when they sought to discover the leadership, structure and activities of the teenage gangs with whom they worked and discussed the credibility the workers ascribed to each source. Sixteen respondents were interviewed in-depth and their responses analyzed and compared.

The gang workers in this study reported that the gang members were the best source of information about gangs and suggested that warmth, sincerity and honesty were their most important tools in communicating with the gang. Other sources of information such as community members, formal education and training, gang research and theory, and the mass media were far less frequently utilized. The mass media were almost unanimously distrusted as a reliable information source and was accused of providing undue publicity to the gang. Gang workers generally did not share information about gangs among themselves and were often suspicious of communication procedures within their own organizations. A pattern emerges: the gang worker is an individual trusting spontaneous, interpersonal communication behavior and is distrustful of secondary, print-oriented sources.

This tendency toward warm, face to face contact among gang workers reflects the behavior of the workers' clients because urban blacks live in urban villages where oral-aural communication is stressed and print communication is downplayed. This imitation by the worker of the clients' behavior is an attempt to minimize differences between them and thus to resolve the cross-cultural conflict between worker and client and the role conflict experienced by the worker in his identification with his client and with his agency.

Gang workers are aware of the social consequences of their work but often feel powerless to control the factors responsible for gangs. The role of the worker as gatekeeper and communication link is also analyzed.

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USING THE CAMERA TO COMMUNICATE THE PERSONALITY OF MASAKI, A VILLAGE IN TANZANIA, EAST AFRICA

Raymond Egner Ellis, M.A.

Syracuse University, 1972

Adviser: Fred A. Demarest

This thesis, using the camera to communicate the personality of a village in Tanzania, is based on the assumption that the camera is more than a recording device. It is a tool of communication that the author uses to express his feelings about the people in a village called Masaki. The author's motivation to do this type of thesis stems from the feeling that many Americans have a distorted concept of the typical African who is often photographed as a colorful and exotic object suited for a curio shop.

Attempting to study or photograph a cultural group other than one's own presents certain problems, mainly of non-verbal communication, which are subtle and not apparent to the casual observer. Cultural awareness and sensitivity, backed by concrete knowledge

of the people is, therefore, essential. The author because of his personal contacts with many citizens of Tanzania, his knowledge of Swahili, and his two years' experience living and working in a small African village, was able to overcome problems of cultural differences and gain immediate entre into the village of Masaki.

To achieve his photographic goals the author used his knowledge of the culture and the people. A Polaroid camera and film for give-away prints was also a major aspect of the author's method of photography. This allowed the author to photograph freely in the village.

Results of the thesis are an exhibition which was first exhibited in Syracuse University's Newhouse Communications Center; a small booklet, "Masaki, Portrait of a Village," published by the author; and hopefully a better understanding of people like the villagers of Masaki.

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THE W.E.B. DUBOIS-BOOKER T. WASHINGTON STRUGGLE AS REPORTED IN THE NEGRO PRESS

JoNina Marie Erwin, M.A.

Purdue University, 1972

Advisor: George E. Stevens

During the 20th Century's first decade there was a tactical struggle between Negro Conservatives and Radicals. Booker T. Washington was considered spokesman for Conservatives, and W.E.B. DuBois spokesman for Radicals. Several Negro newspapers took sides in this struggle. The study's purpose was to investigate what the Negro press perceived as the issues involved in the DuBois-Washington struggle and to denote the struggle's historical-political significance.

The study was accomplished through investigation of works by DuBois and Washington and through an analysis of editorials concerning DuBois and Washington from 1903-09. The 10 Negro newspapers which yielded the editorials were Washington Bee, New York Age, The Guardian (Boston), The Broad Ax, (Chicago), The Appeal (St. Paul, Minn.), The New Age (Portland, Ore.), Wisconsin Weekly Advocate (Milwaukee), Wichita (Kans.) Searchlight, The Freeman (Indianapolis), and the Cleveland Gazette.

It was found that the Negro press editorialized extensively concerning Washington; but virtually ignored DuBois. Reasons: (1) DuBois did not enjoy the same political influence and popularity with whites as did Washington, (2) he was probably not as well known among Negroes, and (3) as an intellectual, DuBois could not speak for inarticulate and illiterate Negroes.

Because Washington did have such appeals, newspaper editors may have identified with him more so than with DuBois.

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THE VIETNAM CORRESPONDENTS: THEIR BACKGROUND, WORK, AND OPINIONS

Samuel I. Eskenazi, M.S.

University of Oregon, 1971

Adviser: Roy K.Halverson

This project was undertaken to discover the backgrounds, working conditions, and opinions of Vietnam correspondents for American news media. A 13-page questionnaire was sent to Vietnam correspondents in late 1967. Twenty-three returned usable questionnaires.

The typical respondent was a 33-year-old male U. S. citizen who had attended several universities, and after earning his degree in political science with a minor in English, enrolled at an Eastern graduate school of journalism. He could speak French, but not Vietnamese. The correspondent spent some time in the military in the late 1950s.

He had ten years of experience with four employers. He had been with his current employer three years, working in the United States, when he obtained his Vietnam assignment.

The reporter was making $11,775 per year, not counting a cost of living allowance.

The correspondent volunteered to go to Vietnam. In Vietnam, he covered all aspects of the war, writing about a story a day. Working 83 hours per week, he normally wrote 5-10,000 words per week, sometimes doing freelance work as well.

The reporter spent about half his time in the field, and half of that was spent on combat missions. He hadn't been wounded, but he considered his work as occasionally dangerous.

The reporter attended the daily Saigon news conference three times weekly, although he didn't consider it very informative. While he didn't think there was any censorship he said that news was being managed by U. S. officials.

Asked for his opinion on various war issues, he tended to disagree with U. S. policy.

THE EFFECT OF CONTRAST RATIO ON VIEWER JUDGMENTS OF PHOTOGRAPHED MODELS

Allen K. Essman. M.S.

Iowa State University, 1972

Adviser: Rodney Fox

The study was designed to investigate whether or not variations in light contrast would affect viewer judgments of human models as portrayed in black and white photographs.

The null hypothesis tested was that no differences would exist between viewer judgments of models photographed in varying contrast conditions.

The models judged were a young man, an older man, a young woman, and an older woman. Each model was photographed in standard 45° lighting under two contrast treatments: high contrast (1:16) and low contrast (1:2). The ratios of the contrast treatments reflect the difference in intensity of illumination between the fill light and the key light as measured by a reflected light exposure meter.

Undergraduate education students, who served as subjects (total N = 74), were divided into two test groups and assigned to a 2 x 4 matrix. Subjects were allowed to judge one photograph of each of the four models under either the high or low contrast treatment. Judgments were made for each model on twelve scales of the semantic differential, representing all three factors--evaluation, activity, and potency. Happy-sad, honest-dishonest, good-bad, pleasant-unpleasant, innocent-guilty, kind-cruel, and clean-dirty constituted the evaluative factor scales. The activity factor was represented by active representing all three factors--evaluation, activity, and potency. Happy-sad, honest-

dishonest, good-bad, pleasant-unpleasant, innocent-guilty, kind-cruel, and clean-dirty constituted the evaluative factor scales. The activity factor was represented by active-passive, fast-slow, and warm-cool scales. Potency factor scales included heavy-light, and hard-soft dimensions.

The data were subjected to a two way ANOV using the least squares technique (dummy variable multiple regression analysis). On only three scales (pleasant-unpleasant, clean-dirty, and hard-soft) were between-contrast-treatment differences in judgment significant ($p < .05$). On all scales except active-passive, between-model differences were significant, while two significant inter-action effects were present on the happy-sad and honest-dishonest scales.

Overall, contrast only minimally affected judgments of the models; hence, there was little support for rejection of the null hypothesis.

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THE TOLE OF THE UNITED STATES ARMY RECEPTION STATION AT FT. JACKSON, SOUTH CAROLINA, IN THE FORMATION OF RECEPTEE ATTITUDES

Virginia Lou Estes, M.A.

University of South Carolina, 1972

Adviser: Perry J. Ashley

This study examined the role of the United States Army Reception Station at Ft. Jackson, South Carolina, in the formation of receptee attitudes.

A 36-item questionnaire, given on May 18, 19, and 20, 1971, composed of fixed response and open-end questions was used to obtain the data.

Of the 461 respondents in this study, approximately one-half were draftees, one-fourth were volunteers, while the remaining one-fourth was evenly divided between reservists and guardsmen.

According to the demographic data obtained, a typical receptee in this study is a 19 or 20 year old, single, draftee with a high school level education.

The volunteers and draftees are similar in both their age and educational level as well as their responses to the questions. They were very similar to a typical receptee. There was also a great similarity between the reservists and guardsmen. They were older and better educated than the volunteers and draftees. Overall, the volunteers had the most favorable opinion and attitude toward the Army as determined by this questionnaire, while the reservists had the poorest.

The data, broken down by component, was divided into the following subdivisions for evaluation: (1) Basic items of living; (2) Processing procedures; (3) Quality of personnel; (4) Overall treatment; and (5) Opinion of the Army.

Over 50 percent of the respondents rated pay, food, billets, uniforms and job opportunities as "fair" or better.

The "company" was the processing section liked "best" by the most respondents, while the Clothing Issue Section was disliked by more of the respondents.

According to the respondents there seemed to be little discrimination because of a person's race or creed. Also, there seemed to be a minimum of "unfair" treatment.

Even though the processing procedures and methods used at Ft. Jackson's Reception Station generally leaves the receptee with a favorable impression he does not feel after four days that it has changed his opinions or attitudes toward the Army. As a result, the

public relations efforts can be considered relatively successful.

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A CHECK LIST OF TEXAS NEWSPAPERS, 1860-1866

Patricia Bryan Maulding Ewing, M.A.

University of Texas at Austin, 1971

Adviser: C. Richard King

This thesis is comprised of a list of newspapers which were published in Texas during the years 1860 to 1866. A brief historical sketch is given of each paper which includes publication dates, editors, publishers, political persuasion, and other relevant information. Following the list of newspapers are: a list of the newspapermen of the period indicating the individual papers for which they worked, a cross-list of the newspapers by location, and information regarding library collections containing papers of the period. The preface is a brief outline of the historical and journalistic setting of the period.

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A DESCRIPTIVE STUDY OF THE MASS MEDIA COVERAGE OF THE 1968 PRESIDENTIAL ELECTION AND A CORRELATION OF THE POLITICAL CONTENT OF THE MASS MEDIA WITH THE POLITICAL PRIORITIES OF THE ELECTORATE

Frank Louis Fairchild, Jr., M.A.

University of North Carolina, 1972

Adviser: Maxwell McCombs

This study examined the political information available in the mass media during a three-week period in the fall of 1968. It also described the political concerns of a randomly selected sample of voters in Chapel Hill, N. C.

The findings indicate that the mass media gave a relatively equal amount of space and time to the Democratic and Republican Parties. Wallace's third-party ticket received about half as much coverage as the two major political parties.

Inter-correlations of the political content of the newspapers, magazines and television news shows studied show that there was great uniformity in the mass media coverage of the campaign. Print as well as broadcast "gatekeepers" generally agreed on the relative importance of the political issues of the campaign.

Finally, the positive and generally high inter-correlations between the voters' concerns and the political issues emphasized in the mass media suggest that the content of the news media may be a factor in determining issues in a political campaign.

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A PROFILE STUDY OF TELEVISION SPORTS DIRECTORS IN THE TOP FIFTY TELEVISION MARKETS

Claude E. Felton, III, M.A.

University of Georgia, 1971

Advisor: William S. Baxter

The study was designed to create a profile of the average television sports director in the top fifty television markets in the United States.

The basis of the study was a questionnaire which was sent to the sports director representing each of the 219 stations in the top fifty markets. The questionnaire used in this study was designed with two primary ob-

jectives in mind. First, it was intended to provide some insight into the personal and professional background of each sports director. Twenty-five variables were studied including such things as age, income, education, experience, and reading and viewing habits. Secondly, it was designed to determine prevailing attitudes and beliefs pertaining to critical issues in today's world of sports. The questionnaire contained ten open-ended questions which elicited the opinions of the sports directors on these prevalent controversies confronting the world of sports.

These opinion expressions cover such subjects as the proposed merger between the National and American Basketball Associations, the signing of underclassmen athletes by professional athletic organizations, and the use of drugs in sport. Also included are the attitudes of sports directors on problems facing television sports coverage, problems facing college athletics, and the value of sports in the American society.

In highlighting the major points of the demographic variable results, it was determined that the average sports director was 39 years of age, married, and had two children. He had a college degree in a field directly related and preparatory to the profession of broadcast journalism. He was a veteran of ten years in television sports and earned in excess of $18,000 per year. Surprisingly, the sports director viewed sports on television less than five hours per week.

THE PRESIDENT AS PROGRAMMING: THE BROADCASTER'S DILEMMA

Kenneth Gayle Fielding, M.S.

University of Illinois, at Urbana-Champaign, 1972

Adviser: Patrick Welch

The problems of leading public opinion in 20th century America, the rapidity of changes in governmental policies and the necessity of quick decisions have dem[illegible]ed that the President of the United States have a rapid means of communicating with the people. Since the early 1930's broadcasting has served this need.

The relationship which has grown out of presidential usage of broadcasting between the Chief Executive and the broadcaster has developed in a somewhat unusual manner. This thesis traces the 40 year development of that relationship and focuses on the major problems created for the broadcaster by the special privileges and demands associated with programs involving the President.

Three major problems emerge from the discussion. First, programs involving the President cause problems for the broadcaster because of lack of definite assignment of editorial responsibility for the programs. The broadcaster does not know if he has the right to decline to carry the programs and he has no control over the content of them.

The other two major problems are consequences of this first problem. Secondly the broadcaster must contend with demands for "counter-access" to reply to the President. And third, the broadcaster must deal with the problem of financing both the President's appearance and those of his respondents. These "counter-access" and financial problems pose

a serious dilemma for the commercial broadcaster.

In order to eliminate this dilemma the broadcaster must determine ways to justify or eliminate the special status of the President as a potential user of the broadcast service and make presidential programs more compatible with the other forces influencing the broadcast operation.

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DAILY NEWSPAPER COPY EDITOR ROLE ACTIVITIES: A FUNCTIONAL TAXONOMY THROUGH TASK ANALYSIS

James Edwin Fields, M.A.

California State University Fullerton, 1972

Adviser: James Alexander

This thesis reports investigation of a published need for studies of newspaper personnel, and the formulation of functional taxonomies, using a methodology based upon industrial engineering techniques. Direct observation and recording of behavior in actual working copy desk situations provided data useful for developing realistic instructional objectives.

The researcher first conducted a pilot study, visiting newspaper in three states. That revealed sub-problems: the need for efficient management of time, production control, and training emphasis upon peripheral areas such as coordination with other departments.

For the major research effort, time and motion study was used to observe 16 copy editors at work under deadline pressure. This engendered 1,491 observations totaling 5,313 man-minutes.

Analysis of raw data led to a validated list of 46 functional activities, listed as action verbs with definitions, and a breakdown of average time expenditure for each activity. Floor editing, coordination with the production department, required more time than any one activity, although given relatively little attention in copy editing textbooks.

Pilot study sub-problems were found to be consistent requirements upon copy desk personnel although not commonly included in either editorial training or job descriptions. There was no evidence of standardized skills in copy production control, a cost reduction procedure often assigned to the copy desk. Application of such skill requires time which was often pre-empted by indirect and support tasks appropriate for copy boys or interns. Observed personnel spent less than 2.5 hours per day on direct copy editing tasks.

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AN EXPERIMENT ON SALIENCE AS A FUNCTION OF THE DISCRIMINATORY POWER OF AN ATTRIBUTE

Michael S. Finn, M.A.

University of Wisconsin, 1972

Adviser: Steven Chaffee

This thesis involved extending research on cognitive discrepancies and communication from the two-object situation to the multi-object situation. Introduced is the concept of an attribute's discriminatory power which refers to an attribute's ability to discriminate between objects. An attribute which provides more exclusive discriminations has more discriminatory power. Exclusive discriminations refer to comparisons in which objects are different on a relevant attribute. In-

clusive discriminations refer to comparisons in which objects are the same on a relevant attribute. In one condition of the experiment, an attribute provided two exclusive discriminations and one inclusive discrimination; in the other condition, the attribute provided three exclusive discriminations. The data tended to support the hypothesis that attributes in the more discriminatory power condition were more salient.

The experiment also tested the hypothesis that an object involved in more exclusive discriminations would be more salient. In the prototypic three-object situation, each object differed from the others on two attributes. On two other attributes, two of the objects were the same but were different from the third object. Since the third object was involved in more exclusive discriminations, it was predicted that it would be more salient--more apt to be chosen--than either of the other objects. The experiment was counterbalanced to eliminate differences due to the value component of the attributes. The data clearly supported the hypothesis with 47 percent of the decisions favoring the predicted choice against 33 percent expected by chance.

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A PROFILE OF THE MAGAZINE COURSE AND ITS OBJECTIVES IN CALIFORNIA COMMUNITY COLLEGES

Robert A. Finnerty, M.A.

California State University
Fullerton, 1972

Adviser: James Alexander

This study was undertaken to determine the profile, goals and objectives of the magazine course as it currently exists in the journalism curriculum of the two-year community colleges in California. The problem was to determine (1) which community colleges teach or plan to teach the course, (2) specific objectives instructors thought should be applied to such a course, and (3) a profile of the class. Instructors were interviewed following compilation of questionnaires.

Questionnaires were mailed to ninety-four members of the California Journalism Association of Community Colleges. Responses were received from fifty-four schools, or 58.5%. Fifteen colleges said a magazine course was offered and completed the profile questionnaire. Other schools did not offer the course or did not complete the profile questionnaire.

The data showed instructors felt a magazine course should exist only to produce a magazine; instructors agreed on writing and production objectives but rejected survey objectives. The magazine course may be declining in interest at the two-year college level in California based on the results of this study.

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THE EFFECTS OF COMMUNITY AND EDITOR-PUBLISHER ATTITUDES ON THE COMMUNITY WEEKLY NEWSPAPER

James M. Fisher, M.A.

Brigham Young University, 1971

Advisor: J. Morris Richards

The effects of community attitudes on the community weekly newspaper are twofold. First, the attitudes of the community are congruent to those attitudes of the editors and publishers of the weekly press. This fact has been substantially proven by the data gathered.

Second, the community attitudes must maintain their consistency, as has been

explained by Leon Festinger in his Theory of Cognitive Dissonance. Therefore the community weekly newspaper, being operated by an agent of the community, the editor-publisher, would maintain this consistency. Thus it can be said that the newspaper is an extension of the social system.

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PHOTOGRAPHIC INVASION OF PRIVACY

Jon Edwin Fisher, M.A.

Louisiana State University, 1972

Advisor: A. O. Goldsmith

The purpose of this study was to investigate the knowledge of the professional journalist and the average individual in the area of photographic invasion of privacy. In addition, the study was designed to learn the judicial and historical background of this form of privacy invasion.

A ten-part questionnaire dealing with court cases on photographic invasion of privacy was sent to working journalists in Texas, Louisiana, and Mississippi. Also, a telephone survey using the same questionnaire was conducted in Baton Rouge. A total of twenty-three journalists and twenty-five members of the general public were used in the survey.

The survey was used as the means of gathering information to prove the researcher's hypotheses. The major research hypothesis was: "That professional journalists have a greater knowledge of the laws and court decisions concerning photographic invasion of privacy than do members of the general public. Therefore, professional journalists will score significantly higher than members of the general public when administered questions on court cases involving invasion of privacy through photography."

The Chi-square statistic was used to test all of the major and minor hypotheses. The Chi-square obtained was significant to the .10 level, and the major and minor null hypotheses were retained.

To test further the major null hypothesis, the researcher used the stronger t test. Through the computation of this test it was found that t was significant to the .025 level, and the major null hypothesis was rejected. The researcher than concluded that the professional group's mean score was significantly higher than the non-professional group's mean score. The results of these tests can be applied to only the populations used in the survey or to similar populations.

Further investigation of the subject could include larger and more varied populations and more detailed questionnaires. It is hoped that such surveys will help decrease the instances of photographic invasion of privacy.

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THE DAVEY COMMITTEE AS RAINDANCE: SYMBOLIC ASPECTS OF THE SPECIAL SENATE COMMITTEE ON MASS MEDIA (CANADA, 1970)

Peter John Flemington, M.A.

University of Pennsylvania, 1971

Adviser: Robert Lewis Shayon

The Davey Committee was one of a long line of investigatory bodies established under the authority of the Canadian parliament to report on and make recommendations regarding one or more of the mass media. This study attempted to seek sense and direction from the ways in which societies relate offi-

cially--through governments and their various agencies, commissions and so on--to the mass media which are relied upon so heavily and thoroughly to provide sense and direction to the society.

The raw data consisted of transcripts of the public hearings, newspaper reports, personal interviews, Senate debates and the reports of this and previous bodies. As the data were analyzed, a framework developed which compared the Davey Committee to a rain-dance ritual which embodies certain common aspirations yet is more symbolic than instrumental in effect.

Four major symbolic attributes of the Committee and its work were examined: (1) the setting for the dance--the Senate and the attribution to it of certain powers to produce wanted results; (2) the dichotomy between what one was led to believe or expect and what one, in fact, received; (3) the predictability of the choreography--the Committee as a reaffirmation of the basic order; and (4) the tension between threat and reassurance among those dancing the various roles.

The responses tc a mail questionnaire sent to witnesses appearing before the Committee at its public hearings were analyzed and found to substantially support the thesis --delineating the disparate ways in which the various groups (publishers, journalists, broadcasters, academics, etc.) viewed the proceedings and the subsequent Committee report.

The study concluded that reform of the mass media in the public interest was more likely to be accomplished through direct consumer challenge to its economic base than through reliance on the essentially symbolic proceedings of supposedly representative government agencies and committees.

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A STUDY OF PUBLIC ACCESS TO GOVERNMENT SESSIONS AND RECORDS IN TEXAS AND ITS EFFECT ON NEWSMEN

Sam G. Fletcher, M.A.

Texas Tech University, 1972

Advisor: Robert Rooker

This study seeks to determine whether, in spite of Texas laws and court decisions outlining the public's right to attend governmental sessions and inspect official records, government bodies -- particularly municipal councils, county commissioners' courts and school boards accidentally or intentionally circumvent the law. In addition to historical methods, a questionnaire was sent to some 300 Texas city editors to solicit examples of problems and remedies in the area of public access.

The author concludes that Texas' open meeting laws have never been fully accepted by public officials at all levels of government in the state and that many government officials are obviously circumventing the law. Although many newsmen praise it for giving them leverage in obtaining access to meetings, others blame it for driving discussions underground, via its exclusion of discussions of personnel, land acquisitions, and legal conferences.

It also appears that many newsmen did not know whether officials were posting notices as required by law. According to the author, many newsmen are guilty of failing to use the law to its fullest and of not resorting to full legal action.

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THE DETECTIVE STORY AS A POPULAR ART IN THE AMERICAN MAGAZINE

Martha Hume Flippo, M.A.

University of Texas, 1972

Adviser: Norris G. Davis

This thesis traces the development of the American detective story from its beginnings with Edgar Allan Poe in 1840 until the beginning of the era of the "hardboiled dick" in 1930. In doing so, the development of the American mass magazine is also traced, using the detective story as an example of popular fiction which reflected the mores and social habits of Americans in the period under study.

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A STUDY OF COLLEGE R.O.T.C. STUDENTS' ATTITUDES TOWARD A U.S. ARMY FILM AND TOWARD ASSOCIATED MILITARY CONCEPTS

John J. Frank, M.S.

Southern Illinois University, 1972

Adviser: L. Erwin Atwood

This study sought to determine what attitudes students with a military orientation would have toward a film which was designed to achieve certain goals. It also sought to determine what other attitudes and other variables would influence the students' attitudes toward the film. Finally, the study sought to determine any change in attitudes which could be attributed to exposure to the film. Pre-testing was found to have no significant sensitizing effect.

Attitudes toward individual segments of the film were found to be significantly different as were attitudes toward the concepts "U.S. Army" and "American Soldier," as measured by a semantic differential prior to exposure to the film.

The independent variables of pre-exposure attitude toward the Army and years of education accounted for significant proportions of variance in attitudes toward a film segment dealing with educational opportunities in the Army. Instrumentality of military service in goal attainment and pre-film attitudes toward the concept "Soldier" accounted for significant proportions of variance in a film segment depicting a drill team. None of the predictors accounted for a significant proportion of variance in attitudes toward a film segment depicting U.S. military assistance to victims of a Pakistani flood disaster.

Significant differences in pre- and post-film attitudes toward the concepts of "Army" and "Soldier" were found. Change in attitude toward the concept "Soldier" was positively related to attitudes toward the film segment depicting educational opportunities in the Army. Attitude change favorable to the concept "Army" was positively related to perceived instrumentality of Army service, attitude toward the film segment about military aid to the Pakistanian refugees, age, and perceived proximity of "own" rating of the Army to perceived ratings of the Army by peers.

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THE FATHERLAND: AN AMERICAN VEHICLE FOR GERMAN PROPAGANDA, 1914-1917

Elizabeth Blair Riepma Gaines, M.A.

Indiana University, 1971

Adviser: J. Herbert Altschull

This study relates the history of the operation of the weekly newspaper, The Fatherland, and its relationship to German and pro-German propaganda activities in the United States in the years before American entry into World War I. The study also categorizes major themes of propaganda contained in the newspaper.

The Fatherland was founded in New York just a few days after the beginning of World War I by George Sylvester Viereck, a young German-American poet and journalist. Soon, by Viereck's account, the paper and its staff were promoting and joining the speechmaking, pamphleteering, and other propaganda activities of the German propagandists in New York, led by Dr. Bernard Dernberg. The accounts of German Ambassador Bernstorff, Military Attache' von Papen, and Viereck, as well as research by contemporary scholars, are used to document this program of cooperation. The Fatherland was influential in the achievement of the major goal of German propaganda: to keep the United States out of the war as long as possible. The paper was influential in winning American support for Germany's cause because it was as much pro-American as pro-German. Its circulation was about 75,000.

The major propaganda themes, in order of the amount of space given to them, were: (1) maintaining American neutrality, (2) warning America to avoid entangling alliances with Great Britain, (3) promoting closer American-German commercial and political ties, and (4) exposing the pro-Ally bias of American newspapers. Other themes are discussed briefly. Materials from pro-German pamphlets published in the same period as the paper are used to substantiate the importance of these themes to the German propaganda effort.

EDITORIAL REACTION OF SELECTED DAILY NEWSPAPERS TO THE CALLEY CONVICTION

William Bernard Garber, Jr., M.A.

University of Florida, 1972

Advisor: Harry H. Griggs

This study examines a selection of daily newspapers throughout the United States to determine their expressed attitudes toward the court-martial conviction of Lieutenant William L. Calley, Jr., for his part in the tragedy at My Lai.

A selection of relevant editorials was gathered by the author from thirty-eight daily newspapers used in a previous study conducted by the Boston Globe. One hundred editorials were analyzed and their expressed positions on the Calley case compared with three characteristics of the newspapers from which they were taken: attitude toward the conduct of the Vietnam war itself, geographical location, and daily circulation.

The author concluded hawkish and dovish newspapers both spoke out in defense of Lieutenant Calley after the trial. Also, it was concluded that newspapers from the northern half of the United States were generally anti-Calley in their expressed positions after the trial, and those from the southern half were generally pro-Calley. Finally, pro-Calley sentiment was shown to be greater among newspapers with higher daily circulation.

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"FROM 'A LIMITED NUMBER OF ADVERTISING PAGES' TO MORE THAN $42,000,000 A YEAR: BACKGROUND AND INTERPRETATIONS OF THE DEVELOPMENT OF ADVERTISING REVENUE BY READER'S DIGEST IN THE UNITED STATES, 1955-1970"

John W. Garberson, M.A.

University of Oregon, 1971

Adviser: R. Max Wales

For its first thirty-three years, Reader's Digest had no source of revenue except subscriptions and single copy sales. Circulation grew to 10,000,000. When it became clear that circulation revenue was not enough, the magazine began in April, 1955 to carry advertising--first "a limited number of advertising pages" and then, to meet competition, aggresively selling space. By 1970 the Digest had for several years enjoyed net advertising revenue of more than $42,500,000 annually.

The objective of this study is to explain the Digest's advertising sales and promotion program, emphasizing background and interpretations rather than statistics.

author draws on his experiences in magazine publishing and advertising. Portions of the study are devoted to interviews with DeWitt Wallace, creator of the magazine; Albert L. Cole, general business manager; Fred D. Thompson, advertising sales director from 1954 through 1965; and letters to the author from Digest employees and advertiser and agency decision-makers.

Portions of the study devoted specifically to present space-selling activities discuss obstacles to sales and how such obstacles are attacked. Attention is given to the magazine's efforts to compete with TV for advertising, to image and page-size problems, to marketing and merchandising and to the interrelationship of selling activities.

The author concludes that, because of its vast circulation, Reader's Digest is not necessarily headed for the fate which befell Collier's and The Saturday Evening Post.

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ADVERTISING MEDIA IN SPAIN: A DESCRIPTIVE STUDY

Eduardo Carlos Garda, M.A.

University of Florida, 1972

Adviser: Leonard J. Hooper

The primary purpose of this work is to provide an accurate and detailed description of the structure and operation of the advertising media in Spain.

Since information on this topic available in the United States is scattered and inconsistent, the author traveled to Spain to gather data on the spot. Most information in this paper was gathered by personal interviews with key personalities in the Spanish advertising field, as well as from government documents and literature provided by advertising agencies.

The work will be useful to persons interested in international advertising, providing a basis for comparison of the applicability in Spain of media strategies and media plans used in the United States.

It will also serve as a guide for persons interested in entering advertising in Spain, and who are unacquainted with the structure and operation of the advertising media in that country.

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A DESCRIPTIVE ANALYSIS OF THE METHODS BEING USED TO TRAIN AND GIVE EXPERIENCE TO PUBLIC RELATIONS STUDENTS

Larry Kim Garvey, M.A.

Brigham Young University, 1972

Advisor: Gordon E. Mills

This study was designed to (1) analyze the methods being used to give public relations students practical experience, and (2) develop a model-plan to provide students the best opportunity to gain practical experience.

A questionnaire was sent to Public Relations Student Society of America Chapter Presidents, and Educational Advisers and Professional Advisers of the same organization. Twenty-one educators, twelve students, and twenty-one professionals responded.

The following conclusions were evident: (1) Over one-fourth of public relations students and educators have not participated in internship programs. (2) Internships with pay, no pay, and class credit are most popular. (3) Educators, outstanding students, and professional members of PRSA should participate in internships. (4) Activities stressing real-life problems should be covered. (5) Internships should cover ten weeks in the summer or a complete semester or quarter. (6) An employee-employer relationship should exist.

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AN ANALYTICAL STUDY OF THE JOURNALISM QUARTERLY 1924, 1934, 1944, 1954, 1964, and 1970 volumes

Charlotte Gatton, M.A.

Murray State University, 1971

Adviser: L. J. Hortin

The purpose of this study was to determine the contents of the Journalism Quarterly for a selected year of six different decades. The period of study was from the beginning of the Journalism Quarterly in 1924 through the 1970 issues. One of the main purposes was to determine if the contents of the Journalism Quarterly followed the announced policies of the editors.

The methodology consisted of classifying articles from the journals according to 24 selected categories. In analyzing the results, trends in content were established.

Findings indicate that journalism education articles, history and biography, book reviews, bibliographies, research, association news, international communications and the foreign press dominate the content of the Journalism Quarterly. Today there are fewer personal experience articles and more research studies than were to be found in the early history of the journal. The area in which there has been the greatest increase in publication is book reviews, scientific articles, and research articles.

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THE TEXAS STATEHOUSE PRESS:
WATCHDOG OR LAPDOG?
A STUDY OF INVESTIGATIVE REPORTING
PRACTICES AND ATTITUDES

Kenneth Hay Gepfert, M.A.

University of Texas at Austin, 1971

Adviser: Joseph A. Taylor

The Texas press has been criticized for failing to act as a watchdog and adversary of state government. To measure the validity of this criticism, the study explored the Texas statehouse press corps' attitudes toward investigative reporting. It was contended that investigative reporting best enables reporters to fulfill their watchdog obligation.

The study's tentative conclusion is that the statehouse press presently is more a watchdog than a lapdog and will become a true watchdog and adversary if the average age of correspondents continues to become younger.

Fifteen hypotheses were proposed to help direct further research in related fields.

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THE EFFECTS OF PERSONALITY AND
DEMOGRAPHIC FACTORS ON THE
FORMATION OF ATTITUDES TOWARDS
CONVENIENCE GOODS

Myron Glassman, M.S.

University of Illinois, 1971

Adviser: Arnold Barban

It is the purpose of this thesis to bring together three models from diverse backgrounds. The Barban and Cohen product typology views products as differing as to their degree of perceived need relatedness and perceived social conspicuousness. At the ends of the perceived need relatedness continuum are those products which merely do the job for which they were intended (physiological) and those products which give the user some personal satisfaction (ego). At the poles of the perceived social conspicuousness continuum are those products whose benefits and actual use can be viewed by others (conspicuous) and those products whose benefits cannot (inconspicuous). Cohen's C.A.D. personality orientation views people as either moving towards others (complaint) against others (aggressive) or away from others (detached). Thirdly, Fishbein's attitude model views behavior as a function of behavioral intentions which in turn are a function of the individual's attitude towards performing a specific act plus his conception of normative prescriptions and his motivation to comply with the norms.

126 female subjects from Riverdale, Illinois, completed questionnaires containing questions regarding: the components of Fishbein's model for four products (gasoline, laundry detergent, potato chips and regular coffee) classified according to the Barban and Cohen product typology, the C.A.D., age, and shopping habits.

It was hypothesized that the beta weight for the normative component of Fishbein's model would be greater for those who shopped alone, were younger, and were compliant, and higher normative beta weights were also expected for those products classified as conspicuous-ego.

Although Fishbein's model worked quite well, none of the hypotheses were supported. This was attributed to the selection of the products since they were inexpensive and each subject could judge the product for herself. The most significant beta weights for the normative component were for the product for which the women has the least amount of knowledge, gasoline.

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THE FACTORIAL DYNAMICS
OF THE READING EXPERIENCE

Mackarness M. Goode, M.A.

University of Pennyslvania, 1972

Advisor: Hiram Haydn

The bipartite these contended that: (1) reading is dynamic, and (2) the first premise having been forwarded, the reading process is tangible to the extent that it is divisible into factorial components contributing to the reading experience as a whole. To test the second contention and the six reading factorial components as delineated, a reading questionnaire was addressed to an undergraduate and graduate student sample. The six variables which the questionnaire answers were to elicit, substantiate, corroborate were: (1) empathy, (2) pleasure, (3) critical detachment, (4) transcendence, (5) ennui, and (6) intellectual acquisitiveness.

The nine questions addressed to the evocation of these variables had as their thrusts the following themes (chronologically): (1) novel selection, (2) novel predisposition, (3) characterization, theme, and plot, (4) novel completion, (5) initial and subsequent readings, (6) reading speed, (7) reading involvement and detachment, (8) reading energy release and excitement manifestation, and (9) reading motivation.

Two quantitatively oriented questions were examined subsequently. An effort to combine the qualitative and quantitative data was attempted, with inferences about the nature of distinctive sectors of the general reading population being developed along a spectrum of reader profiles or stereotypes, differentiating readers as to reading rate, perseverance, prolificacy, and degree of involvement. Statistical significance was minimal, however, because of the small sample.

Extension of the thesis in terms of a more expansive data set is a way recommended to magnify the study's qualitative and quantitative scope. A Potential Follow-Up Questionnaire was appended with ongoing investigation in mind.

The study asserted its credibility through the systematic substantiation of the following suppositions: (1) that reading is a creative, dynamic art form essential to literature and thus worth investigating, (2) that reading is thus measurable in terms of certain variables, and (3) that the six variables delineated were evidenced in the questionnaire's responses and can be seen as valid factors contributing to the reading experience as an integral entity.

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PREJUDICIAL PRETRIAL PUBLICITY:
ITS EFFECT ON JURORS AND JURIES

William R. Grady, M.S.J.

Northwestern University, 1972

Advisor: David Gordon

In an effort to shed new light on the free press-fair trial issue, a two part study was undertaken. The first part involved analyzing newspaper coverage of criminal cases, the second involved surveying former jurors.

The purpose of the research basically was to test new methods of approaching free press-fair trial. The results were not conclusive, but they seemed to indicate that the influence of pre-trial publicity on the jury verdict is slight.

Both parts of the study were based on 46 criminal cases, drawn from court records in

three midwestern cities. Newspaper microfilms and morgues were used to determine the nature and the frequency of the coverage.

Coverage, definied in terms of degree of prejudice and frequency, was plotted on a two-axis diagram. Trial verdicts measured as either guilty or innocent were plotted also on the diagram.

Contrary to what was expected, there was no strong relationship between guilty jury verdicts and publicity that was prejudicial and frequent. However, there were indications of an association between coverage involving confessions or reports of a criminal record and a guilty trial verdict.

The second part of the study involved a multiple-choice questionnaire sent to former jurors. About 400 questionnaires were mailed and there were 205 valid responses.

The questionnaire results indicate that about 12 per cent of respondents presumed guilt and about 25 per cent were aware of media coverage. Those who presumed guilt were more aware of media coverage than were those who did not.

The survey found that those who presumed guilt were involved in a higher proportion of trials in which the defendant was acquitted than were those who did not.

The survey also found that 18 per cent of the jurors said they changed their minds during the jury deliberations, and another 12 per cent said they never really made up their minds before deliberations.

The strongest predictor of verdict in the survey depended on how the jurors compared the opposing attorneys. More than 90 per cent of those who rated the prosecuting attorney higher than the defense were involved in trials that convicted. Only 46 per cent of those who rated the defense attorney higher were involved in trials that convicted. About 75 per cent of all sample jurors were involved in trials that convicted.

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MICROECONOMICS OF CATV: THREE MODELS

Maurie M. Green, M.A.
University of Oregon, 1971
Adviser: Roy K. Halverson

This study is an investigation of the financial environment and operation of the business of Community Antenna Television. The author conducts a microeconomic analysis of three model CATV firms.

The study begins with an analysis of the legal and regulatory environment of CATV. Interaction of CATV enterprise with other organizations is covered in detail. Municipal franchise grants to the industry are analyzed in reference to their financial provisions. The relationship of CATV enterprise with telephone companies and charges made to CATV firms for the use of telephone rights of way are reviewed.

The cost of the CATV physical plant is analyzed. Various types of electronic plants as well as methods of construction are studied. Three model CATV physical plants are contructed. The cost of these hypothetical plants is described in great detail.

The three model systems are then operated through a six year period for maximum profit.

Sources of information for the cost figures needed to construct and operate these three models are financial data supplied by the National Cable Television Association, information provided by the industry's trade

journals, and actual financial accounts of existing CATV systems.

The study reveals that the principal source of CATV profitability is the franchise grant to do business. Although this franchise is relatively inexpensive to the CATV entrepreneur, it adds significantly to the market value of the entrepreneur's CATV property. Also, as the market value of the franchise is depreciable, as an intangible asset, it provides great tax shelter for CATV income.

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THE NATIONAL FARM AND HOME HOUR VOICE OF AGRICULTURE

Ronald Howard Greenfield, M.S.

University of Illinois
1971

Adviser: Patrick Welch

During the half-century of radio, hundreds of public service programs have been offered to the listening audience. The majority of these programs lasted only one or two seasons.

However, one such program, the National Farm and Home Hour, lasted nearly one-third of a century.

This paper is an historical study of the program and its impact on agriculture.

The original concept for the Hour was developed by Frank Mullen, a KDKA radio pioneer from the early 20's. The program served as a great melting pot of agriculture. Nearly every farm organization or interest group which existed during its lifetime participated in the Hour.

The United States Department of Agriculture was one key to the success of the program. The Hour was one of the first experiences of a federal government agency cooperating with a commercial network in the production of a regularly scheduled program.

The National Farm and Home Hour was sustaining during half its lifetime. The remaining 15 years it was sponsored by the Allis-Chalmers Manufacturing Company.

Two phrases heard on nearly every broadcast were "It's a Beautiful Day in Chicago!" and "Goodbye, and lots o' good luck, everybody!" These were the calling cards of Everett Mitchell, the Hour's host for nearly 30 years. The phrases may also have embodied ingredients in the program's success--the spirit of optimism and natural honesty both were hallmarks of every program.

The National Farm and Home Hour presented its first program in October 1928, and its last in July 1960.

For all practical purposes you could call the National Farm and Home Hour the "longest running network radio program in history."

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A STUDY OF THE ATTITUDES OF TELEVISION NEWS DIRECTORS TOWARD MILITARY PUBLIC INFORMATION

James Larry Greer, M.A.

University of Florida, 1971

Advisor: Arthur J. Jacobs

This study investigated the extent to which local television station news directors' attitudes toward the military public information program are related to two factors:

(1) Amount of contact with military public information program.

(2) Knowledge of military affairs.

A mail survey was used to contact a random sample of 129 television news directors. Response rate was 76.7 per cent, indicating a high degree of interest in the study. Results showed no relationship between attitudes and amount of contact with the military public information program, but a somewhat significant relationship between attitudes and knowledge of military affairs.

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TEENAGERS' PERCEPTION OF THEIR FAVORITE TELEVISION CHARACTER AS RELATED TO THEIR PERCEPTIONS OF THEMSELVES AS THEY ARE MOST OF THE TIME AND OF THEMSELVES AS THEY WOULD LIKE TO BE

Barbara Jean Groner, M.A.

University of Pennsylvania, 1971

Advisor: Charles F. Hoban

This study investigated teenagers' identification with television characters. Three questions were considered: (1) Do teenagers have a significantly greater tendency to identify with a favorite television character who is perceived as being similar to their perception of themselves as they are or with a favorite character who is perceived as being similar to their perception of themselves as they would like to be? (2) If either tendency is found, is it the same for the boys as for the girls? (3) Is there a significant difference in the degree of either identification among the boys and among the girls?

Using the semantic differential scale as a measure of identification, sophomore high school students first rated themselves as they are most of the time and then as they would like to be. Two weeks later, these same students rated their favorite television character using the same set of identical thirteen scales on which they had rated themselves.

Both boys and girls indicated a close similarity between their perception of themselves as they are and their perception of themselves as they would like to be as measured by the adjective pairs that were used.

As far as identification with a favorite television character is concerned, (1) boys indicated no significant tendency to identify more frequently or to a greater degree with characters perceived as being similar to themselves as they are or to themselves as they would like to be; (2) girls indicated a significant tendency to identify more often and to a greater degree with a favorite character perceived as being similar to themselves as they would like to be. Teenagers, when considered as a group, indicated a significant tendency to identify more often with a character perceived as being similar to themselves as they would like to be. However, the girls' significant tendency in this direction largely accounted for this tendency found for teenagers as a group.

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PERSONAL DISTANCE IN TELEVISION INTERACTION: IS A CLOSE-UP CLOSE?

Paul T. Haley, M. A.

University of Pennsylvania, 1971

Adviser: James R. Taylor

When two people face each other through two-way television, each may feel a sense of the space between himself and the person appearing on the TV screen before him. Spatial separation between people in encounters is governed by social rules; we stand closer to

people in intimate situations than in more formal ones. The tight shot, or close-up, gives the appearance of a person being close to the TV screen surface. In interactive television, perhaps the use of the close-up creates a feeling of physical closeness, at least sufficiently that the social rules of spacing come into play.

Previous evidence suggests that physical proximity interacts with other variables, such as eye-contact, to create an equilibrium appropriate to each level of intimacy. In television the separation of camera and monitor particularly affects the reciprocality of distance and eye-contact. Depending on who controls what, it is possible to look closely at the other person while appearing distant, or appear to look into his eyes while not seeing him at all. The hypothesis proposed is that a person is reluctant to take a close-up of a person in a non-intimate situation, especially if he thinks the other person is aware of his shot choice.

In the experiment, subjects could switch between a tight facial close-up and a head-and-shoulders mid-shot of a person in another room. The two communicated by telephone, the television link going only one-way. Half the subjects were told that the other person could monitor their choice of shot, the other half that he could not. The picture seen and the converstion were recorded on videotape.

The hypothesis was not supported; there was no difference in time devoted to the close-up. On the bi-polar adjective scales the "monitored" group judged the other person as more "present" (Isolated - Present) and less "kind" (kind - cruel). The results testify to the sensitivity with which people gauge the responsiveness of an interactive system.

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THE PRESS IN LIBERIA

John Hne Hanson, M.A.
Syracuse University, 1972
Adviser: Henry F. Schulte

Throughout its history the mass media in Liberia have experienced either political, religious or foreign economic control.

Development of the Liberian press has been impeded by the lack of urbanization, infrastructure and industrialization.

Among major problems affecting the growth of the Liberian press are the unavailability of investment capital, the lack of modern printing equipment, poor advertising schemes to generate revenue and the lack of skilled technicians and professional journalists.

Under government control, the Liberian press has not succeeded in carrying out its function of commenting freely on public policy and criticizing government administration. Those editors who undertook to exercise that freedom saw their papers banned, while they were either dismissed or imprisoned.

Although the Liberian Constitution guarantees press freedom, there are statutes which make criticism of public officials illegal. Unique though is the fact that unlike other developing countries, there is no open pre-publication censorship in Liberia. However, officials are very resentful of criticism and are vindictive in several ways.

Liberia was the first to launch publication of rural newspapers in English. These literary publications have succeeded with little government assistance and are helping to reduce the country's high rate of illiteracy.

Besides these rural newspapers, there are two dailies, a semiweekly, and a monthly. There are also a host of commercial organs owned by various businesses throughout the country. Radio and television did not come to Liberia until the early 1960's, but they appear to serve a larger audience than newspapers and magazines.

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A DESCRIPTIVE COMPARISON OF THE CONTENTS OF LEADING OUTDOOR MAGAZINES: CRITERIA FOR WRITERS

David F. Harbour III, M.S.

Murray State University, 1971

Advisor: L. J. Hortin

"A Descriptive Comparison of the Contents of Leading Outdoor Magazines: Criteria for Writers" is designed to develop ways in which writers may tailor their material to the outdoor market. To determine these criteria, three leading outdoor magazines, Field & Stream, Outdoor Life, and Sports Afield, are described and compared. "Popular Story Subjects" is the first of the criteria. The purpose of the section is to determine what kinds of subjects were being printed by the three magazines during a given year, how often the subjects were treated and how the magazines compared with one another in numbers of free lance articles printed. "Types of Leads" was the second criterion developed. Its purpose was to relate a method for determining patterns of leads. "Article Readability," the third criterion, uses Robert Gunning's famous Fog Index as an aid to analyzing the levels of writing difficulty found in the market under study. At the conclusion of the study, other criteria are recommended for further study.

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THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES' CONSERVATION EDUCATION CENTER, POYNETTE: AN EVALUATION.

Virginia B. Hardham, M.S.

University of Wisconsin, 1971

Adviser: Douglas Sorenson

The Wisconsin Department of Natural Resources' Conservation Center serve a number of different interests. Employees are involved with the DNR exhibit programs, the traveling exhibits for state fairs, sports shows, and the like; DNR training sessions are held on the Center's grounds, straining the Center's limited resources because the Center pays speaker salaries; and the function of the Center is confused by the lack of clear-cut Department policies.

Center employees were asked their opinions on the Center and its future function. Respondents very definitely favored increased emphasis on education through further development of printed materials, increased guide service, encouragement of more student participation than is now possible, and provision of overnight camping facilities for groups wanting to stay more than a few hours for study.

Other questionnaires were used to obtain information from school groups which comprised by far the majority of visitors. Students of fifth grade and above and teachers of all grades were asked their opinions of the Center.

Teachers generally agreed with the Center employees' suggestions. Unfortunately, at present the Center is too limited in capable, interested staff and funds to implement the suggestions.

In sum, the study's importance lies in the fact that it is a justification for further research into the development of the educable mentally retarded's intellectual potential.

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A PROGRAM TO INCREASE THE VISUAL PERCEPTION OF EDUCABLE MENTALLY RETARDED ADOLESCENTS

Sheryl G. Harriman, M.A.

University of Pennsylvania, 1972

Advisor: Robert L. Shayon

The study is based on the hypothesis that given a set of visual perception activities, there should be an increase in the educable mentally retarded adolescents' ability to perceive, integrate, and interpret messages from visual stimuli.

As predicted, the control group demonstrated no significant change between pre- and post-test administrations, where the experimental group demonstrated a significant improvement on the performance sections of the Wechsler tests. The difference between the two groups was that the latter was given an experimental program of eight visual perception activities that were administered three hours a week over a two month period. It is safe to conclude that the significant increment in test performance was due to the intervening perceptual program.

The significance of the study lies in the fact that most educators and laymen believe that the intellectual skills of the educable mentally retarded are nonalterable. Hence, an emphasis on gardening and crafts over that of the basic skills. The development of some cognitive skills is crucial for the students' survival in today's society; in particular, the development of the skills of perception, integration, and interpretation of messages.

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THE ANALYSIS BY SELECTED MICHIGAN NEWSPAPERS OF EVENTS LEADING TO AND ISSUES ARISING FROM THE DISMISSAL OF GENERAL OF THE ARMY DOUGLAS MACARTHUR

Dalrymple M. Harris, M.A.

Michigan State University, 1971

Adviser: W. Cameron Meyers

This is a study of press performance in regard to the dismissal in 1951 of General of the Army Douglas MacArthur by President Harry S. Truman. MacArthur's dismissal raised some bitter controversy over foreign policy, political, constitutional, and military issues. The debate was brief, but furious while it lasted. This study outlines the relationship of MacArthur and Truman to the press, and through an analysis of six Michigan daily newspapers, examines how well the press performed its function of providing the citizenry with information needed to make rational political judgments.

It was found that the Michigan newspapers generally asserted the constitutional principle of civilian control of the military, and that information and interpretation of that information on foreign policy matters was adequately, but not thoroughly, presented. Outright bias in favor of the "pro-MacArthur" position existed in the case of the Hearst-owned Detroit Times. Other issues, such as the question of MacArthur's military competency or the influence of domestic politics

on the controversy were covered only superficially by the press, if at all. The Detroit News, the Detroit Free Press, the Grand Rapids Press and, to a lesser degree, the Flint Journal retained a rational perspective in their news and editorial columns despite disagreement over policies and despite the intense emotionalism of the time.

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FRED HAYDEN CARRUTH:
AUTHOR AND JOURNALIST 1862-1932

Barbara S. Hartinger, M.A.
South Dakota State University, 1971
Adviser: George H. Phillips

This study was undertaken to compile information about Fred Hayden Carruth during the period of his life-time, 1862-1932, his activity as author and journalist forming the guidelines. Carruth's success as a western humorist and local journalist on two Dakota Territory weeklies, the Estelline Bell and the Dakota Bell, was probably the factor which helped him obtain a position as a humorous editorial writer with the New York Tribune, foremost paper in the country in 1888. He went on his own in 1892 and after free-lancing his way onto the pages of more than nineteen popular periodicals, Carruth began a thirty-four year career with the Woman's Home Companion (1905-1932). In 1915 he established the "Postscript" page, the Companion feature which formed the focal point of his later fame. Carruth authored four books for boys: The Adventures of Jones (1895), The Voyage of the Rattletrap (1897), Mr. Milo Busch and Other Worthies (1899), and Track's End (1911). "South Dakota: State Without End," an essay which appears in E. H. Gruening's These United States, is his best known short article. The absurd exaggeration of the tall tale combined with droll western wit to recapture the lighter aspects of frontier life earmark Carruth's writing.

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NOLAND B. SEIL
AND THE GRAYVILLE MERCURY-INDEPENDENT

Robert G. Hays, M.S.
Southern Illinois University, 1971
Adviser: Jim A. Hart

Noland B. Seil was born in 1894 in Grayville, Illinois, where his father was owner and editor of the Grayville Mercury. As a child, he learned to set type by hand and worked after school and during vacations on his father's newspaper. The Mercury was combined with the rival Independent to become the Grayville Mercury-Independent in 1919, by which time the young Seil had become news editor. He became a partner in the business after service in World War I, then bought his father's share of the newspaper in 1937 and continued to edit the prosperous and influential weekly until his death in 1968.

Because of the importance of oil production to his community, Seil made oil news a routine, though extensive, addition to the contents of his newspaper. He was concerned about the activities of government at all levels, and took pride in thorough reporting of local government affairs. He worked persistently for more efficient public administration, improved schools, and better roads. He was greatly concerned about improved higher education and economic development for all of southern Illinois. Two of his outstanding campaigns were his drive for location of Interstate Route 64 through his community and

his lifelong battle for comprehensive Wabash River Valley improvement.

Although he had his faults, Noland Seil in large measure lived up to the ideals of professional journalism. His newspaper combined good reporting with incisive editorials. The Mercury-Independent received the Southern Illinois Editorial Association's top prizes for both reporting and editorial writing in 1968. As an individual, Seil was close to the people of his community and was influential in community leadership. He also enjoyed considerable professional stature and was posthumously named a "Master Editor" by the Southern Illinois University journalism department in 1969.

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W. ALBERT LEE,
PIONEER OF HOUSTON TELEVISION

Hilton Waldo Hearn, Jr., M.A.

University of Texas at Austin, 1971

Advisor: C. Richard King

W. Albert Lee was born in Lavaca County, Texas, in 1892. He moved to Houston in 1905 where he went to work as a Houston Post paperboy. Later he became a produce buyer, grower, realtor, operator of nine hotels and owner of Houston radio station KLEE and, in 1949, the first television station in South Texas, KLEE-TV, Houston. A founder of the rodeo associated with the Houston Fat Stock Show, he spent many hours on civic and charitable projects. This biography attempts to chronicle Albert Lee's record of public service before and during his brief career as a broadcaster.

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A STUDY OF ATTITUDES AND OPINIONS OF UNITED STATES ARMY OFFICERS TOWARD THE COMMAND INFORMATION PROGRAM

Major Richard William Highlander, M.A.

University of Georgia, 1972

Advisor: George M. Abney

This study analyzed attitudes and opinions of United States Army officers toward the Command Information Program. The general hypothesis was that the officers who administer the program at the unit level do not regard the activity as highly as do those military officials and academicians who espouse the importance of effective internal public relations in achieving organizational goals and objectives.

A questionnaire was designed to include biographical data, Likert-type attitude scales, rank-order, and open-end items. The sample consisted of 397 captains attending classes at the U.S. Army's Infantry (Fort Benning, Ga.), Armor (Fort Knox, Ky.), and Field Artillery (Fort Sill, Ok.) schools.

Attitudes were inferred from the data and the results tended to support the hypothesis. Significant conclusions of the study included:

(1) Officers believe in the importance of soldiers being well-informed and that face-to-face communication is the best method for information exchange, but they do not associate Command Information with a significant role in this communication process.

(2) The need for fostering an improved Army image is indicated, but the officers do not recognize the potential effect of Command Information in molding a favorable image even though they agree that the soldier influences the opinions of his friends and relatives.

(3) The officers understand the need of public relations advice for the commander, but they hold negative attitudes toward information officers and their ability to perform this function.

(4) Support materials for Command Information are not widely used and some of the topics are not of interest to the troops.

The analysis of the data showed that Command Information is viewed at best in a tolerant fashion and that officers do not associate the program as a means of achieving organizational goals. Implications of these conclusions were discussed and ways to improve attitudes toward internal public relations were suggested.

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EFFECTS OF PRACTICE AND MESSAGE SUMMARIES ON THE PROCESSING OF DICHOTICALLY PRESENTED INFORMATION

Jay William Hillis, M.A.

University of Pennsylvania, 1972

Advisor: Larry P. Gross

In a two by two factorial design the effects of practice and message summaries on the retention of content from dichotically presented stories were assessed. Subjects were either given Practice at dichotic listening or were engaged in a No Practice task. Following this they were either given Summaries of given No Summaries of the general plot lines of two stories which they then heard dichotically. After hearing the stories subjects took a multiple-choice retention test on the content of the stories. An analysis of variance was performed using the number of correct responses on the retention test as the dependent variable. Highly significant main effects were found for both Practice and Summaries variables, while their interaction was not significant. These findings are briefly discussed, and suggestions for further research are made.

The experiment is introduced by a discussion of the human information processing research perspective, its influence on attention research, and the implications for receiver-oriented communication study.

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THE CALIFORNIA EARTHQUAKE SCARE OF 1969: A CONTENT ANALYSIS OF COMMUNICATION IN THE QUALITY PRESS

Brian Joseph Hogan, M.S.

University of Utah, 1971

Advisor: Lorry E. Rytting

The study was a Content Analysis of the quality press as tabulated in a poll conducted by Practical English in 1960, three newspapers chosen for reasons of geographic distribution, and the three national news magazines, Time, Newsweek and U.S. News and World Report.

The methodology used in the study was suggested by work of Budd, Thorp and Donohew in their book, Content Analysis of Communication.

The hypothesis of the author was that the press failed to communicate to the public the nature of the earthquake threat in California during the 1969 earthquake scare. The hypothesis was believed to be supported as the findings of the study indicated that the coverage of the scare treated it as an entertainment story.

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A STUDY OF THE NEWSPAPER CAREER OF HAROLD MORGAN

Margaret Susan Tanner Holmes, M.A.

Brigham Young University, 1971

Adviser: J. Morris Richards

The thesis has given the background and history of Harold Morgan, newspaperman. Contained within this study are explanations of the purposes and intent of the study, a brief description of the term newspaperman, examples of the early historical life of Morgan, his experiences in Arizona, New Mexico, Utah and California, and conclusions and a summary of these experiences as they pertain to the newspaperman.

Research of this area proved many vital aspects of historical research, including the need for a decade analysis of prominent newspapermen, an understanding of historical facts surrounding the community and area of residence, and the importance of one man in history.

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A THREAT TO FREEDOM OF THE STUDENT PRESS: CASE STUDIES OF THREE STUDENT EDITORS

Karen M. Holzmeister, M.S.

University of Kansas, 1972

Adviser: Edward P. Bassett

This is a narrative history of assaults on three student editors in the San Francisco Bay Area and the subsequent effects of these incidents on individuals and publications in the California state College system.

The colleges studied are San Francisco State College, California State College at Hayward, and San Jose State College. The thesis contains remembrances of students, faculty, administrators, and politicians. It is a study of people and decisions, of events and controversy, of justice provided by college commissions and civil authorities.

The thesis examines the support given by professional journalists in the San Francisco Bay Area to freedom of the press in area colleges during the late 1960s. Evidence is provided that professional journalists have exhibited increased interest in the Bay Area college press since the incidents.

The thesis reviews subsequent changes in the journalism departments of the affected colleges and suggest steps that the California Freedom of Information Committee and its sponsoring organizations can take to help prevent further assaults on freedom of the press in California college journalism. The cases examined were the earliest known violent confrontations of student editors at Northern California state colleges. The author of the thesis was one of these editors.

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JOHN HENRY BROWN, TEXIAN JOURNALIST

Lawrence Edward Honig, M.A.

University of Texas, 1972

Adviser: C. Richard King

A biography of John Henry Brown (1820-'95), Texas journalist and soldier, mayor of Galveston and Dallas, representative in the Sixth, Seventh and 13th Legislatures, author of several books, including the 2-vol. History of Texas from 1685 to 1892. Thesis in-

cludes accounts of Brown's early life, his battles with Indians and Mexicans (1840-42), his authorship of Texas secession articles, his Civil War years and publication of the War Bulletin (1861-62), his expatriation in Mexico (1865-70), his work on six newspapers in Missouri and Texas, and his editing of or contributions to magazines, newspapers, encyclopediae and books. Appendices include two letters.

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THE IMPLEMENTATION OF COMPUTER AIDED INSTRUCTION IN JOURNALISM

Dennis Edward Hopper, M.A.

University of Georgia, 1971

Advisor: John T. Russell

The thesis attempts to show that computer aided instruction, while in its infancy, has advanced to a point where it deserves serious consideration as a tool of instructional technology that can relieve the instructor of much of his routine work without sacrificing quality of learning and instruction.

It includes a general description of computer aided instruction and an assessment of the benefits and problems, including costs and funding.

The author concludes that educational institutions have a responsibility to investigate the computer as a supplement to traditional modes of instruction.

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THE NEW JOURNALISM
A NONFICTION CONCEPT OF WRITING

Philip M. Howard, Jr., M.A.

University of Utah, 1971

Advisor: Milton C. Hollstein

The study aimed to describe the emergency of a new school of reporting known as New Journalism, which rejects the traditional and impersonal concepts of objectivity. The New Journalism argues that the best objective reporting stems from the writer's direct involvement in the story and encourages the use of techniques that traditionally have been reserved to fiction.

The study involved research into the historical backgrounds and concepts of objectivity in United States journalism from the mid-nineteenth century to the present, together with a look at critics of the old objectivity and a description of how some leading exponents of New Journalism are working and why. These practitioners are: Gay Talese, Tom Wolfe, James Breslin, Norman Mailer and Truman Capote.

Talese said the realization which brought him to New Journalism was the fact that through old journalism he could not tell the whole story, was not able to report how things changed and was seldom an eye-witness.

Wolfe said New Journalism was the use of techniques, by people writing nonfiction, which heretofore had been thought of as confined to the novel or to the short story, to create in one form both the kind of objective reality which has characterized journalism and the subjective reality for which readers have always gone to the novel.

Breslin said that at the bottom of New Journalism there was subjective reporting, the hallmark of the great columnist. He added that in the final analysis New Journalism amounted to story telling which was older than the alphabet. A noted newspaper piece by Breslin entitled "Four Bodies at Midnight" was a report on how U.S. soldiers killed in Vietnam were shipped home for burial, while

their comrades awaited departing planes for Vietnam.

Mailer used New Journalism in that he chose a subject, observed it carefully, then, using his experience as a writer, told it in his style. This was done by presenting himself as a character and interviewing himself through his own inner monologue.

Capote said that through the nonfiction novel it was possible to use a narrative form that employed fictional techniques such as detail, sensation and image reported through dialogue and scene sequences but was nevertheless factual.

Major emphasis of the thesis was on case studies by Talese and Wolfe. They are Talese's magazine piece, "The Soft Psyche of Joshua Logan," and Wolfe's nonfiction novel, The Electric Kool-Aid Acid Test.

Talese said his profile of Logan, the aging theatrical director, was written to reveal the character of Logan and his star, Claudia McNeil, in ways not possible had he approached the subject from the more conventional form of reporting. One afternoon, Talese happened to be in the theater and was watching Logan rehearse his play, when Logan got into an argument with McNeil that was more dramatic than the play itself, displayed a great deal about Logan and McNeil, and provided the necessary material for the article.

Wolfe's work was an account of the life style of novelist Ken Kesey and his followers who worshipped the drug LSD. He said the reason he wrote the story was to recreate the mental atmosphere without which these adventures could not be understood; he did it by recording the events, details and dialogue.

The New Journalism may become an especially valuable tool of news interpretation. However, there will always be room for the older, typical models for the reporting of spot news.

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A CONTENT ANALYSIS OF ALABAMA DAILY NEWSPAPERS DURING THE 1970 DEMOCRATIC GUBERNATORIAL PRIMARY

Rodney A. Huey, M.A.

University of Alabama, 1971

Adviser: Charles Arrendell

This study dealt with the performance of the Alabama daily press during the 1970 Democratic gubernatorial primary. The purpose was to determine whether the major candidates received equal coverage and to analyze internal factors affecting campaign coverage.

A content analysis was conducted on the twenty-two Alabama daily newspapers for a thirteen-week period from March 1 to June 2, 1970. Measurement was in terms of column inches and the base unit was the day-to-day reporting of hard news "events."

Research revealed that Governor Albert Brewer received 50.4 percent of total coverage, former Governor George Wallace received 43.2 percent of total coverage, and businessman Charles Woods received 6.4 percent of total coverage. Mean scores of total column inches revealed that Brewer received the highest mean score, Wallace second and Woods third with the lowest mean score. Woods was considered to be a "spoiler," forcing a run-off vote, and Brewer and Wallace were considered the only major candidates for the governor's seat. No considerable difference existed between the total coverage devoted to Brewer and Wallace. However, fourteen of the sixteen political-endorsing newspapers gave more space to the candidate they endorsed.

Eight newspapers covered more than 60 percent of total events, nine newspapers covered from 40 to 59 percent of total events, and five newspapers covered 39 or less percent of total events.

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"A CONTENT ANALYSIS OF ENVIRONMENTAL REPORTING IN OREGON DAILY NEWSPAPERS FOR 1970"

Steven E. Hungerford, M.S.

University of Oregon, 1972

Adviser: James B. Lemert

Basing a number of hypotheses on findings reported for Bay Area news media by Rubin and Sachs, the author conducted a content analysis of environmental reporting in Oregon's 20 daily newspapers.

An artificial week was constructed by drawing calendar dates randomly from a 52-week period (1970, the defined universe). Each day studied was the same for all newspapers which published that day. 1. For all dailies, we hypothesized a lower percentage of local reporting for environmental news than for non-environmental news. Our results showed, however, for all regions of the state there was a significantly higher percentage of local reporting for environmental news. 2. Results supported the prediction that proportionately more stories would concern events outside the newspaper's circulation area for environmental news than for other types of news. 3. Willamette Valley newspapers were expected to have proportionately more locally-produced environmental news than either Southwest/Coastal or Eastern Oregon newspapers. Results supported this hypothesis. 4. Results supported the hypotheses that government agencies would most often be the source of environmental news, and that government would be the source of a higher percentage of environmental stories than non-environmental stories. 5. Environmental articles containing "mobilizing" information would be more likely to concern non-controversial than controversial environmental topics. Results tended to support this conclusion.

The Oregon dailies seemingly were assigning local reporters--who often utilized government sources--to report environmental affairs of other communities within the state. The resulting environmental articles, which contained little mobilizing information, generally were about the problems of nearby towns, perhaps thus enabling local editors to discuss environmental pollution without tarnishing their city's image.

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NEWS CONTENT OF FIFTY-NINE TEXAS HIGH SCHOOL NEWSPAPERS

Deason L. Hunt, Jr., M.S.

East Texas State University, 1972

Advisor: W. J. Bell

The purpose of this study was to investigate current practices of high school newspapers in news coverage balance and to use the findings to provide broad guidelines for inexperienced advisers and students on school newspapers.

News articles from fifty-nine Texas high school newspapers which responded to a questionnaire and sent each issue of the school-year for analysis were counted and placed in categories. Three newspapers awarded the best-of-category rating by the Texas Interscholastic League Press Conference were compared to each other and to results of all the

papers in the study to show differences in news practices.

News of organizations and activities topped five news categories used in the study with 45 percent of all stories. Sports was second with 23 percent; curricular news, third with 17 percent; individual achievements, fourth with 12 percent; and community news, fifth with 4 percent. All best-of-category papers had less organizational-activity news, but more curricular and individual achievement. Weaknesses noted in news coverage were (1) lack of information in meeting stories other than time and place, (2) bias in sports news writing, (3) little reporting of significant issues in schools or education, and (4) there was very little community or in-depth news.

Most news stories in the newspapers studied went to organizations and primarily those active around school such as student government and band. Very little attention, however, was given to more significant news of issues and problems facing society and the teenager today.

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PRESS VERSUS THE GOVERNMENT IN GHANA: THREE CASE STUDIES, 1957-1962

Paul R. Hurlburt, Jr., M.A.

University of Wisconsin, 1972

Adviser: William A. Hachten

Using the case study method, this thesis attempts to describe aspects of the press-government relationship in Ghana between 1957 and 1962. Each of the three case studies is concerned with actions of the government to restrain the press, actions of the press which may have prompted the restraint, and the result of the press-government interaction.

The first case study describes the deportation of Bankole Timothy, deputy editor of the Accra Daily Graphic, the second describes contempt of court proceedings brought by the government against the Ashanti Pioneer, and the third describes the censorship of the Ashanti Pioneer. A political and social context for the case studies is provided in an introductory chapter.

The concluding chapter attempts to make generalizations about the press-government relationship in Ghana between 1957 and 1962. It is generalized that press actions might actually have posed a threat to orderly government in some instances. At the same time, government restraints on the press had the effect of eliminating political information and criticism that did not appear to endanger orderly government or the achievement of development goals. A compromise between press and government might have been possible--if the government had been willing.

It is also generalized that government restraints were apt to be exercised at the highest level of the executive, and there may have been a tendency for the government to rely on extrajudicial (absolute) powers to restrain the press.

The concluding chapter also offers a few suggestions for improving the press-government relationship in developing countries.

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NEWSROOM OPERATION AND MANAGEMENT OF THREE MICHIGAN NEWSPAPERS

Edward Cleary Hutchison, M.A.

Michigan State University, 1971

Adviser: George A. Hough 3rd

Little has been written in professional

journals about the newsroom organization and practices of American daily newspapers. That is, the nature of the jobs involved in reporting and editing the news of a community and how those in the newsroom go about their duties. This study examines the jobs of the forty-one persons who report and edit the news of Saginaw, Michigan, for the Saginaw News. It is not a content analysis, but rather a description of their work. The study explores some seemingly simplistic topics, such as hours worked in the News office versus hours spent working at home. It also touches some areas with deeper meaning and implications, such as reporters' perception of the origin of story copy. Simply, do reporters think they are digging for stories or do they merely settle for the routine, the expected job of reporting? What do their superiors say about their work? To better understand the operation and management of the News, two other newspapers were studied, the Lansing State Journal and the Detroit Free Press. They were included to determine if newsroom organization was different for reasons other than differences in circulation.

Each News editor, reporter, copy editor, photographer and others with an involvement in newsroom operations was interviewed. Also interviewed were the managing editors of the State Journal and the Free Press. It was found that newsroom operation and management of the News and the State Journal were remarkably similar, much of which is attributed to similarity in circulation. The Free Press organization differed dramatically, particularly in city desk operations. Although circulation differences play a significant role in these differences, the Free Press city desk organization is dominated by management and news philosophies not readily apparent in the other two newspapers studied. The bulk of this study is concerned with the Saginaw News, where the reporting staff, particularly, is young, college-educated and inexperienced. It was found that reporters receive minimal supervision, despite their inexperience. But they also reported that this freedom was appreciated. And they saw few traditions or persons often accorded preferential news treatment that stood in their performance of quality reporting.

This is a study of a newsroom in transition. When research was conducted, most reporters had been on their assignment about three months.

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U.S. NEWSPAPER EDITORIALS AND CHANGING POLITICAL STRUCTURES: THE ALLENDE VICTORY IN CHILE

Robert Dudley Jebb, M.S.

University of Utah, 1972

Advisor: George Everett

The purpose of this study was to examine U.S. newspaper coverage of changing political structures. The problem was to find whether or not newspapers recognized change and where emphasis was placed when witnessing change. The election, and events surrounding the election, of Salvador Allende Gossens in the Fall of 1970 in Chile afforded the opportunity to approach this problem. The election was the first in world history in which a Marxist was elected by the democratic process to lead a country of any significant size.

The hypotheses were stated as follows: (1) U.S. newspaper editorial comment on the Allende victory in Chile was characterized

by event-oriented coverage that failed to observe the historical development of Allende's success.

(2) Editorial observations were dominantly concerned with Chile's political stability, ignoring the changing form of government.

The investigative design for this study was an analysis of content. A sample of twelve newspapers was selected on the basis of their reputation in foreign affairs reporting, on availability of material, and on the choice of quality papers by research studies. Newspapers were viewed daily over a period of 90 days from September 1 to November 30, 1970. The editorial column was chosen as the content to be measured, because it presented the opinion of the newspaper as an institution. The editorial paragraph was chosen as the coding unit.

Content was examined in two ways. First, this analyst used a direction analysis to judge favorable, unfavorable, uncertain, or no direction, in attention to ten major events over the 90 day period. A category for no reference to any of these events amounted to 305 references in the sample.

A second investigation involved a symbol analysis judging attention to the variables: concern for stability and concern for change. A symbol list was constructed consisting of 37 selected symbols and classified into four groups: Institutions, Doctrines, Political Units, and Programs. The presence of the symbols was noted in the paragraphs and, if applicable, coded as giving attention to stability or change.

Findings revealed event orientation was weighted toward events that directly affected U.S. interests and ignored changing structures within Chile. When papers referred to other events, they concentrated on threats to democracy and an overall uncertain attitude. An unfavorable attitude occurred more often than a favorable one when referring to Allende and the future of Chile through these events.

Of 267 symbol group references in the text, stability received 58.8 per cent attention and change 41.2 per cent. In three of the four symbol groups, attention was focused more on stability. Of eleven papers studied, the direction of seven was weighted toward stability and four toward change.

This study has shown that U.S. newspapers have given readers a picture of the Chilean experience that has neglected change and the possible need for change. Press comment showed a general reluctance to describe new forms of government except with terms that no longer applied to the Chilean situation. The U.S. press also explained the Chilean situation in terms of the power struggle between the U.S. and Communist bloc countries. The press overshadowed the meaning of an Allende regime to Chile for the sake of explaining the perpetuation of the global conflict. The U.S. press was unaware of the form of communism in Chile which required new definitions of political structures to fit the Chilean experience.

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AN ANALYSIS OF PHOTO EDITING AND LAYOUT IN THREE MAJOR MAGAZINES

David Jensen, M.A.

Syracuse University, 1972

Adviser: Fred A. Demarest

This study is an analysis of procedures for photo editing and layout in Life, Look (now-defunct), and National Geographic magazines. Emphasis is placed less on photography itself as much as on the course of action necessary to publish photography effectively.

Based largely upon interviews, the study concerns the duties of editorial staff members as they develop photo-illustration of articles from planning to production. It discusses the coverage, picture editing, layout and approval necessary for publication of articles that appear in the three magazines. It examines not only the assembly of articles required to produce a magazine issue, but also the process of procurement of a cover illustration.

The procedure that Life, Look and National Geographic follow are diverse because the publications are diverse. They differ in content, appearance, editorial policy and frequency of distribution, but their methods combine to form a list of ideals for magazine photo editing and layout, a list which appears in the study's summary and conclusion.

To better understand the decision-making involved with the three magazines, it is important to know the decision-makers. Therefore, biographical data on the staff members who were employed during the research of the study appears in the Appendix.

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SOCIETAL CONTROL OF THE NEWSPAPERMAN AND THE NEWS

Emerald Arnold Jerome, M.A.

Brigham Young University, 1971

Adviser: Edwin O. Haroldsen

It is not only difficult, but almost impossible for a newsman to be objective in reporting the news. A newspaperman's personal biographical background, his attitudes and opinions, his current social and economic circumstances, combined with the pressures of time and available newspaper space makes it impossible for a newsman to be objective.

News policies are established by publishers and editors. These written policies are enforced by the editor and obeyed by staff members as a normal part of their job. Unwritten policies are learned by the staff members through a number of different methods outlined in this study.

The news content of a newspaper is under the control of staff members and editors as they select the news for the daily issue of the paper. News is also controlled by individuals and organizations outside the newsroom. Community conditions, with its pressures and social attitudes, and the clubs and organizations will determine to some degree what type of news will get into the paper.

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MESSAGE ENTROPY AND THE JOURNALISTIC QUOTATION: A PRELIMINARY STUDY

Thomas W. Jester, Jr., M.S.

University of Tennessee, 1971

Advisor: W. C. Tucker

The study involved sending 72 articles from the UT Daily Beacon to the attributed sources of paraphrases and direct quotations so that the statements, as they appeared in print, could be checked for accuracy. The survey yielded a usable return of 55, or 76.3 percent of the original mailing. Accuracy was loosely defined in terms of meaning--that is, the extent to which the sources believed

the statements as reported would be read with their intended meaning by most readers. Guided by this definition, sources were asked to indicate in a two-part questionnaire the two paraphrases and direct quotations that were most accurate and the two that were least accurate. Then they were asked to correct the low accuracy statements.

The purpose of the study was to compare direct quotation and paraphrase inaccuracies to constant errors known to occur during communication involving memory for oral interchange. Thus, error choices offered on the direct quotation and paraphrase sections of the questionnaire were worded to reflect the major elements of message decay found in studies of rumor, testimony, and repeated and serial reproduction of storylike material. The five elements were: leveling, sharpening, assimilation, rounding, and confounding.

Theoretically, the study was based on the information theory concept of "entropy." The word describes the observable phenomenon of disorganization that takes place in the structure of messages subject to the limitations of memory and perception common to most interpreter units. Quotations in print media news reports were viewed as evidence of the reporter's interpretation and reconstruction of an oral interchange with a source. It was thus hypothesized that the same factors operating to threaten the structural integrity of other messages communicated in a serial chain would function during this aspect of the "journalistic process."

Results showed all the elements of message entropy were present in the low accuracy samples. Leveling errors, particularly condensation of specifics such as modifiers, were by far the most common. Statements of inference embodying a conclusion or a generalization from sense data were most often quoted and therefore most often leveled.

Direct quotations used in conjunction with paraphrases were judged most effective and least ambiguous in print by the sources.

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A STUDY OF THE COMMUNICATION PROBLEMS ENCOUNTERED DURING THE ENTRY OF A DISCOUNT GROCERY CHAIN INTO THE SALT LAKE CITY MARKET

Clyde L. Johnson, M.A.

Brigham Young University, 1972

Advisor: Rulon L. Bradley

The objective of this thesis was to show the need for practical application of communcations theory to retail advertising and public relations programs.

The procedure was: (1) the study of the problems encountered in the introduction of a new retail store into the Salt Lake City market, (2) the study of changes put into effect by the store management to overcome these problems, and (3) why these changes were effective in increasing store sales.

The study showed that where communications theory was properly applied, sales increases followed.

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BROADCAST PIONEERS DISCUSS THE FORMATION OF CHICAGO'S MAJOR RADIO AND TELEVISION NEWSROOMS

James Byron Johnson, M.S.

University of Illinois, 1971

Advisor: Henry Lippold

Major radio and television newsrooms in Chicago began to grow with leaps and bounds during World War II. This paper traces the growth of these newsrooms through the eyes

of ten broadcasters who worked during that era.

These broadcasters reveal that the growth of newsrooms in Chicago came about mainly because of forces outside the newsrooms rather than in them. World War II and the invention of the portable tape recorder appear to be two of the main causes of this growth.

With a great number of Americans overseas during the war, those left at home were anxious for details of their activities. As this interest in news developed, so did broadcast newsrooms. Advertising money began to pour in and news staffs were expanded. Correspondents were sent abroad while writers and announcers were added to the staffs at home.

Technology also accounted for this sudden growth of broadcast news. Modern recording equipment enabled newsmen to actually take the listener to the scene of a news event.

The improved quality of news wire services also helped broadcast news. Prior to this time many stations were greatly dependent upon local newspapers for their materials. Radio news wires helped broadcast newsrooms gain their independence.

This paper also deals with the problem of preparing the news for broadcast. Should trained writers hand copy to trained announcers? Should a man prepare and announce his own materials? Both methods are debated in this paper.

Generally, these broadcasters speak quite highly of the quality of reporting practiced in their profession. Most feel it has gotten even better in recent years as more educated young people get into the field.

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LE MONDE: AN EXCEPTIONALLY RESPONSIBLE FRENCH NEWSPAPER

Jan Steele Johnson, M.A.

University of Florida, 1971

Adviser: Leonard J. Hooper

The author of this study examined the French newspaper, Le Monde, to determine how it became a socially responsible world-leading journal when born into the corrupt environment of French press history.

To establish a framework in which to judge Le Monde, the author divided the study into an exposition of French press history up to the creation of Le Monde, followed by a recounting of the development of Le Monde and an explanation of the social responsibility theory.

The author concluded that Le Monde is an exception in the French press. It lives up to the principles of social responsibility by maintaining its economic independence (editors are allowed to own 40 per cent of the company's stock), providing adequate coverage of all national and international events, speaking out against government, and servicing the economic system through advertising.

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EMPLOYMENT OF WHEELCHAIR HANDICAPPED PERSONS IN BROADCASTING

Thomas Lee Jones, M.S.

University of Illinois, 1971

Advisor: Donald P. Mullally

The wheelchair handicapped person attempting to enter the field of broadcasting faces new problems. He finds it difficult to get adequate training at the college level because so few universities are equipped to

meet the needs of a person in a wheelchair. He also finds that broadcast executives have had very little experience with a wheelchair handicapped individual, causing some of them to think of such a person as a "patient" instead of a productive employee.

This study has attempted to obtain the attitudes of the broadcaster toward the wheelchair handicapped in his industry. It also explored radio and television jobs that could be easily handled by a person in a wheelchair. The information obtained led to conclusions which might aid the broadcaster, educator, counselor and parent in assisting the wheelchair handicapped person in a broadcasting career.

A total of 500 questionnaires were sent to executives of radio and television stations in the United States. 200 follow-up questionnaires were sent, with a total of 348, or 69.6%, returned. The questionnaire obtained information pertaining to the convenience of the broadcast physical plant for the wheelchair employee; the broadcaster's experiences in working with wheelchair handicapped people; the kinds of broadcast positions currently being held by wheelchair handicapped people; and the available broadcasting jobs which the respondent felt the handicapped person could perform.

Findings indicate that the properly trained wheelchair handicapped person should be able to find a broadcasting position. Replies from the broadcasters show that even though few have ever hired such an individual, many would be willing to do so. It is also apparent that most broadcasters would place the handicapped person in a job that would not require him to leave the station.

Only about 12% of all respondents indicated that they had ever had a wheelchair handicapped person apply for a job.

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UNITED STATES' REPORTING OF THE PERSHING EXPEDITION INTO MEXICO, 1916-17

Robert A. Kaiser, Jr., M.A.

Pennsylvania State University, 1971

Adviser: Charles H. Brown

The thesis examines an area of journalism and war correspondence which has been largely neglected: General John Pershing's "punitive expedition" into Mexico in 1916 to suppress the revolutionary leader Francisco "Pancho" Villa for his depredations in the border region. Although there were no major engagements, the campaign lasted for nine months and involved a dozen or more well-known journalists, as well as 12,000 regular Army troops in pursuit of Villa and 150,000 National Guardsmen on reserve at the border. The scarcity of newsworthy events was one of two factors hindering the correspondents. But more significant were the strict censorship regulations imposed by the Army. The Army denied the correspondents the right to cover the news as they had in previous American conflicts. Therefore, they developed a heavy reliance on the "human interest" or feature style of reporting. This trend continued during World War I and later. Damon Runyan, who was then a reporter for INS, was perhaps the most accomplished practictioner of the feature style among the reporters covering the expedition.

Despite obstacles, the press served as a watchdog during the expedition by carefully appraising the performance of the military and by attempting to bring successes or failures to the attention of the people and the

government. Coverage of the expedition accustomed the newsmen to the operation of the American military and to its censorship system.

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A STATISTICAL ANALYSIS OF STAFFERS' PERCEPTION OF AND CORRESPONDENCE WITH PUBLISHER'S ATTITUDE

Suraj P. Kapoor, M.A.

Southern Illinois University, 1972

Advisor: Gerald L. Grotta

This study proposed to investigate internalization of the publisher's attitude by staffers. It was hypothesized: (a) A staffer with a longer duration of service will perceive the publisher's attitude toward selected issues and events more accurately than his colleague with a shorter duration of service. (b) A staffer on a small circulation newspaper will perceive the publisher's attitude more accurately than his colleague on a medium or large circulation newspaper. (c) There is an interaction between a staffer's duration of service and size of the newspaper in perceiving the publisher's attitude toward selected issues and events. (d) The longer the duration of service the more a staffer's attitude toward selected issues and events will correspond with the publisher's. (e) A staffer on a small circulation newspaper will correspond more closely in his attitude toward selected issues and events with the publisher's than his colleague on a medium or large circulation newspaper. (f) There is an interaction between duration of service and size of the newspaper with regard to correspondence between the staffers' and the publisher's attitudes.

In the case of staffers' perception of the publisher's attitude, all F-ratios were found to be non-significant. Regarding correspondence between staffers' and the publisher's attitudes, F-ratio in the case of the hypothesis that there is a correlation between size of the newspaper and correspondence between staffers' and the publisher's attitudes was found to be significant. In the large circulation newspaper, it was found that the shorter the duration of a staffer's service the larger the differences in his own attitude and the publisher's.

This study reached the conclusion that in newspapers with some kinds of channels of communication between staffers and the publisher, the former seem to have internalized the latter's attitude.

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PREFERENCE OF SPECIALIZED TRADE MAGAZINE EDITORS FOR SCIENCE NEWS

Dedee Kenyon Karpinsky, M.S.

University of Wisconsin, 1972

Adviser, Lloyd R. Bostian

This study was designed to give guidelines to science writers who write stories for specialized trade magazines. The sample included 176 specialized agricultural trade magazines, with a response rate of 63 percent.

Research information was the preferred type of university news item; news releases were the choice of format, followed by research bulletins. Less than one-sixth of the sample wanted to receive non-research news publications such as announcements of scientific meetings and faculty awards and/or retirement.

Almost all editors wanted to receive

news releases reporting research discoveries. Most editors wanted the general results, implications for industry and/or consumer, scientist's name and specialized field of science and photos.

General information about laboratory procedures could be included but the majority of the sample did not want detailed methodology and specific results. The majority of editors did not object to the use of science terms.

Readers, according to their editors, want to read about implications of research discoveries, informational stories on how-to-do processes used in their businesses and ways to increase profits.

Most editors in the sample had a Bachelor's degree in Agricultural or Technical Journalism and previous writing experience with newspapers and/or magazines. They did not have a science degree.

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THE ENGLISH-LANGUAGE PRESS IN THAILAND: POST WORLD WAR II HISTORY AND DEVELOPMENT

Catherine Anne Kekoa, M.J.

University of California, Berkeley, 1971

Adviser: Albert G. Pickerell

Similar to the typical small-town U. S. newspaper, the post World War II English-language Thai daily press has been characterized by a great influence from, and acceptance due to, the personalities of individual editors. (In fact, this situation has existed to a great extent since the founding of the English-language press in Thailand.) The founder-editors of the two foremost English-language daily publications indigenous to Thailand since the Second World War, i.e., the Bangkok Post and the Bangkok World, were, respectively, Alexander MacDonald and Darrell Berrigan. The history and development of Thailand's English-language press are largely the stories of these two American journalists.

The purposes of the English-language press in Thailand are: 1) to bring local, Asian and international news to Thailand's sizeable English-speaking population; 2) to provide English-speaking Thai natives with a perspective different from vernacular news sources; and 3) to serve as an important example of relatively intelligent and unbiased journalism to the press of a country under censorship.

This English press in Thailand has the following additional characteristics: First, it is a Bangkok-based press. Second, it operates under the censorship of a military dictatorship. And finally, the English-language press is not widespread in Thailand. The 1968 combined English newspaper circulation of 30,000 served a population of 31 million. This situation prevails, because although the English language is taught in all primary schools, the English language has not yet achieved second-language status.

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GEORGE CHRISTIAN AND THE PRESS RELATIONS OF WARREN G. HARDING FROM MARION, OHIO, TO THE WHITE HOUSE

Donald F. Keller, M.A.

University of Wisconsin, 1972

Adviser: Scott M. Cutlip

This is the first research to utilize the Warren G. Harding Papers and associated research materials to study the press relations of President Warren G. Harding and the

role of his secretary, George B. Christian, Jr.

Executive press relations prior to the Harding years are surveyed to provide a benchline to evaluate the Harding administration. One portion of the thesis is devoted to the early career of Harding, from Marion, Ohio, to the United States Senate and his retention of George Christian as his secretary in 1915. As a newspaperman since 1884 when he acquired the Marion Daily Star, Harding understood the role of the press throughout his public life. His early years were examined to provide an explanation for his climb to the Presidency.

Harding attained the Republican nomination in June, 1920, without substantial press support but with an ability to avoid hostile press. His secretary knew little of government politics in the 1915-1920 years and functioned primarily as an office man. He encouraged Harding to strive for the Presidency.

The study concludes that Harding and Christian established an extensive press organization in Marion, Ohio, during the summer and fall presidential front porch campaign of 1920. The study concludes that election victory cannot be ascribed to favorable or unfavorable press relations, but that the Marion work of George Christian and others contributed significantly to the Harding landslide in November.

The study further concludes that though George Christian was not especially well suited for a press secretary role, he managed to serve Harding with loyalty and efficiency for eight years.

The White House years of 1921-1923 are examined in terms of press relations and it is concluded that while most historians rate Harding as the worst President in the nation's history his press relations were successful.

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THE PUBLIC INFORMATION AND PUBLIC RELATIONS FUNCTIONING OF THE WISCONSIN LEGISLATURE'S CAUCUS STAFFS

Michael S. Kelly, M.A.

University of Wisconsin, 1972

Adviser: Scott M. Cutlip

This multi-dimensional exploratory study examined the growth of public relations within the four caucus staffs serving Wisconsin's bicameral legislature. Twenty-seven focused interviews (with four Public Information Officers, seven legislative leaders, and sixteen newsmen--both print and electronic--of the Capitol Press Corps) were conducted to compile information regarding the nature and scope of the public relations activities while simultaneously ascertaining the attitudes of the three respondent groups toward those activities. An attempt was made to determine the effect of those public relations activities upon the traditional processes of gathering and disseminating legislative news.

The formalization of the staffs' public relations activities (which include press releases, radio tapes, speech writing, and general advising on communications) occurred because of legislators' requests and the availability of partisan staff able to undertake such requests. The staff's activities were politically motivated, articulating the legislator's partisan point of view. A staff goal was to enhance the re-election chances of the legislator.

Both legislators and Public Information Officers believed that the public relations activities supplemented the work of the

state's news media and informed the public of legislative activity. The activities were aimed at the legislator's constituency.

Capitol newsmen generally ignored the staffs' information officers. Newsmen did not think that the information officers were barriers to newsgathering at the legislature. However, the newsmen appeared unaware of growing legislator sophistication in generating news for political purposes, a result of the information officers' coaching. The newsmen had not given much thought to how the public relations activities might be infringing upon the legislative newsgathering process.

Seventeen percent of one week's legislative news (from all Wisconsin papers--daily and weekly) was found to be based upon legislative public relations efforts.

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THE OPINIONS OF STUDENT NEWSPAPER EDITORS ON RACIAL NEWS COVERAGE, EDITORIAL PAGE CONTENT, AND PRESS FREEDOM OF THE HIGH SCHOOL NEWSPAPER

Marilyn J. Kelsey, M.A.

Indiana University, 1971

Adviser: G. Cleveland Wilhoit

This study, based on a mail survey, deals with three major problems of high school journalism: school newspaper coverage of high school racial disturbances, editorial page content of high school newspapers, and freedom of the high school press. The 254 subjects surveyed were a random sample of high school newspaper editors-in-chief from schools of all sizes, both public and private, racially integrated and nonintegrated, in all regions of the country. (The response rate was 66.34 percent.)

Most of the student editors surveyed (91.3 percent) said high school papers should report racial disturbances that occur in their schools; 96.5 percent said high school papers should express opinion (in editorials and editors' columns) on these disturbances. Concerning photographic coverage, 68.9 percent of the respondents said they would approve of printing a picture of police patrolling the halls; but only 42.5 percent indicated they would approve of printing a picture of a fight among black and white students.

About 87 percent of the respondents agreed that if student editors do not approve of action taken by their school administration in dealing with racial unrest, the school paper should print an editorial expressing disapproval of this action. Almost all respondents (96.8 percent) would favor printing such an editorial if the action concerned a non-racial issue. Moreover, almost all editors (96.4 percent) said the administration should permit student editors and their faculty adviser to use their own judgment in deciding whether to print an editorial criticizing administrative action; but only 70.4 percent felt their administrators would grant this press freedom.

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LOUIS BENSON SELTZER: A CRITICAL ANALYSIS OF THE APPLICATION OF EDITORIAL POWER IN A MODERN URBAN ENVIRONMENT

Thomas J. Kerver, M.A.

University of Wisconsin, 1972

Adviser: William B. Blankenburg

This is an analysis of the fall from power of former Cleveland Press editor Louis

B. Seltzer. The study concentrates on the final years of Seltzer's long editorial tenure, focusing on some of the events which seem to have influenced the transformation in popularity he experienced between 1950, when he was hailed as "Mr. Cleveland," and the isolation of his retirement years.

Seltzer's power is examined from the perspectives of influence and authority. The latter came with the office. The influence was acquired gradually over many years of what he once termed "diligent wanderings." The downward turn in public esteem seems to have begun in 1954, when the Press and its editor engaged in crusades which backfired from the aspect of the respect they earned. As he continued to become involved in political, professional, and civic campaigns, Seltzer found the ranks of his enemies swelling.

He seems to have sensed the changing attitude trends and to have thrown himself headlong into a battle to at least halt, if not reverse, them. As he fought this battle, he would not hesitate to resort to making the Press an object of fear if he felt it best suited his purpose. The tactic failed. He maintained considerable influence, but it was increasingly an extension of his office rather than because of any public esteem. The respect of readers, politicians, associates, and community leaders continued to erode until eventually he found himself even beset by attacks from his formerly intensely loyal editorial employees. With his wife's death and his retirement shortly afterward, he had little left to console him. Without his authority he could only call on the memories of a career which seems to have proved that an anachronistic exception to modern journalistic concepts can not endure when overcome by change.

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A WEEK IN THE LIFE OF A SMALL TOWN EDITOR

Barbara Legler Kihm, M.S.

University of Kansas, 1972

Adviser: John B. Bremner

This is an investigation into the life of the editor of a small town daily newspaper. It explores some of the many aspects of this job and shows how one specific editor handled them.

The method used was direct observation. The author followed the editor of the Chanute (Kansas) Tribune through his working days for one week. She observed his relations with his fellow employes, with news sources, and with other citizens.

The editor verbally explored his philosophy of being a small town editor, and this was compared with the traditional ideals for this profession.

The results are written in narrative diary form. They paint a picture of how one man functions as a small town editor.

The thesis is personal journalism of perso..l journalism in a state renowned for personal journalism.

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NATIONAL ASPECTS WHICH INFLUENCE THE DEVELOPMENT OF MODERN MASS MEDIA IN THE REPUBLIC OF KOREA

Ki Hee Kim, M.A.

University of Texas at Austin, 1971

Advisers: Joseph A. Taylor, Ernest A. Sharpe

About mass media of the Republic of Korea (South), the thesis starts with the natural and historical background of the country, pointing out, for example, that Korea printed books with movable type hundreds of years before Gutenberg. In recent times, oppressed by conquerors, Korea became backward in national development, including the mass media.

After Korea's independence in the late 1940's, the thesis traces the struggle for modernization of mass media and identifies major problems hampering media development and press freedom. The writer proposes solutions to the problems, urging that modernization of mass media will accelerate Korea's national development in general.

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INSTRUCTIONAL TELEVISION IN THE BROOKINGS, SOUTH DAKOTA, ELEMENTARY SCHOOLS

Jonell M. Kinyon, M.A.

South Dakota State University, 1972

Adviser: George H. Phillips

This study attempted to determine how extensively instructional television was used in the Brookings, South Dakota, elementary schools, and what factors contributed to its use. A questionnaire which asked the teacher's age, number of years taught, number of times instructional television was used per week, and attitudes about ITV is the basis of this study.

A brief history of public television in the United States and in South Dakota is also included.

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FROM BLACKOUT AT PEARL HARBOR TO SPOTLIGHT ON TOKYO BAY: A STUDY OF THE EVOLUTION IN U.S. NAVY PUBLIC RELATIONS POLICIES AND PRACTICES DURING WORLD WAR II

R. Dale Klinkerman, M.A.

University of Wisconsin, 1972

Adviser: Scott M. Cutlip

The study documents Navy public relations in World War II, emphasizing changes in attitudes, policies and procedures brought about by the dynamics of war. Methodology consisted of historical analysis of primary source material supplemented by personal interviews and excerpts from periodical literature. Topics investigated included release of information, censorship, media relations, recruiting publicity, industrial morale, organizational and personnel actions, community relations, internal information and interfaces with other governmental agencies.

Findings revealed that while the Navy began the war with a viable public relations program and many of its early efforts were creative, stringent security measures and the "silent service" tradition impeded the initial flow of Navy news. Pressures from the public, press and higher levels of government forced a gradual improvement in Navy information practices. However, it was not until the final year of the war, when victory was assured, that the sea service adopted an enlightened public relations stance. Full chronicling of the Navy's role in winning the Pacific campaign resulted. Primary catalysts in the reversal of form were dynamic leadership from James Forrestal, who became Secretary of the Navy in May 1944, and an envisioned threat to the Navy's postwar identity posed by plans to merge the armed forces.

By war's end the sea service had established the four basic steps in the public relations process: research-listening, planning-decision making, communication and evaluation. Evidence was inconclusive, however, regarding any permanent attitudinal changes toward the function in the Navy's officer corps.

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THE INTERNATIONAL STUDY OF SECONDARY LANGUAGES

Kerry R. M. Kohring, M.A.

University of Missouri, 1971

Advisor: Ralph L. Lowenstein

This exploratory field study seeks to establish statistics of the study of secondary languages. It employed a questionnaire sent first to 114 embassies in Washington, D.C., and later directly to ministries of education, asking for the numbers of students enrolled in foreign language courses for thirteen major languages at all levels of the school systems for 1950, 1960, and 1970.

Circulation data from selected U.S.-based publications were also sought. Data were received from Time and Newsweek, with additional data on U.S. News and World Report from a similar study by Dr. Ralph Lowenstein.

The accumulated data were tabulated in the body of the study and the raw data were placed in appendices. The tabulated information shows a clear increase in the study of English as a foreign language and concludes that English is becoming the most widely studied language of international communication. The tables also show a decline in the study of Spanish and a moderate increase in the study of French and German.

The circulation data did not support the hypothesis that increased study of English necessarily results in greater circulations for U.S.-based publications.

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A SYMBOLIC CONTENT ANALYSIS OF THIRTEEN HIGH SCHOOL UNDERGROUND NEWSPAPERS AND SIX RELATED COURT DECISIONS

Diane M. Kowalski, M.A.

California State University, Northridge, 1972

Advisor: Samuel N. Feldman

The high school underground press has been involved in free speech disputes throughout the country over the last five years. Some administrators, school board members, and community leaders have labeled the underground press obscene, revolutionary, and illegal.

Using a symbolic content analysis method, this thesis examines thirteen high school underground newspapers from throughout the United States to determine the primary symbols and meaning of these publications.

It then examines six court decisions, using the same method, to determine the primary symbols used to decide the legal status of an underground newspaper. The landmark Supreme Court decision in Tinker v. Des Moines, 1969, has been used extensively in subsequent decisions to extend free press rights to students on a basis almost equivalent to the adult press. This decision is considered along with five lower court decisions directly related to student newspapers.

The most revealing aspect of the study was discovered as a result of the method used. There were minor symbol categories related to revolution and word use which the community

might consider obscene but which would not be considered so legally, but the primary symbol categories revolved around unity, Constitutional and personal freedom, and the oppression of the student by a hierarchy of authority ranging from school to the police to the national government.

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A CONTENT ANALYSIS
OF THE NATIONAL CATHOLIC WELFARE COUNCIL
NEWS SERVICE (NC NEWS SERVICE)
FROM JANUARY 1923 TO JANUARY 1930.

Rev. Alexander K. J. Kozhikott, B.D., M.A.

Marquette University, 1972

Adviser: David Host

This study made a quantitative analysis on the reporting performance of what was originally named the National Catholic Welfare Council News Service and is now the United States Catholic Conference National Catholic News Service, during the period between January 1923 and January 1930. The study analyzed the reporting performance of NC News Service in regard to its declared primary objective of widening the interests of Catholics by providing them with information on activities, of Catholic interest, taking place in this country and all over the Catholic world.

A representative sample of 20 percent of all the issues of NC News Service during the seven-year period were studied. The sample produced 74 issues of NC News Service which yielded a total of 7,742 news items.

To find out how well the News Service fulfilled its objective of widening the interests of Catholics by providing them information on activities of Catholic interest, the news reports were analyzed and classified under four categories: 1) events arising outside the institutional church but bearing upon the church directly and immediately; 2) events arising outside the institutional church and staying outside the church; 3) events arising within the institutional church but bearing on outside the church directly and immediately; and 4) events arising within the institutional church and staying within the church.

The second part of the study analyzed and classified the same news items to see how well the NC News Service reported activities of Catholic interest taking place in this country and all over the Catholic world. The geographical aspect involved three divisions: United States of America, Vatican City, and foreign countries. The personal aspect involved two main divisions: the clergy and the laity. News items of actions by the clergy contain six sub-categories and news items of actions by the laity contain four sub-categories.

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A CASE STUDY OF
NEIGHBOR NEWSPAPERS, INC.

Robert K. Kramer, M.A.

University of Georgia, 1972

Adviser: Wallace B. Eberhard

The Neighbor newspapers are a group of weekly newspapers published in the Atlanta, Georgia, suburbs by Neighbor Newspapers, Inc., a subsidiary of Times-Journal, Inc., publisher of the Marietta (Georgia) Daily Journal. The Neighbors are printed in twenty-four editions, grouped in "units" of one to five editions each. All twenty-four editions carry the same classified advertising, but retail

advertising is sold in any combination of one to eight units. Classified and retail advertising also may be purchased in combination with the Journal. Each unit has a separate news staff and separate news content, but the editions within each unit are distinguished only by their different names (e.g., Doraville Neighbor, Chamblee Neighbor, etc.).

The purpose of the study was to determine what factors were responsible for the success of the Neighbor Newspapers. The study examines the history of the Neighbors, the social and economic background of Atlanta and its suburbs, and the organization and operation of the company. The study also evaluates the success of the Neighbors.

The personal interview was the primary data-gathering method used. Also, extensive use was made of census data and the trade press. The study finds a number of factors which appear to have contributed to the success of the Neighbors, the primary ones being good timing in founding the newspapers and efficient and effective management.

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MAJOR SAMUEL S. HALL - HIS TEXAS AND TEXAS AS IT WAS

Gary Michael Krino, M.A.

University of Texas, 1972

Adviser: C. Richard King

The thesis is a study of the authenticity of historical material presented by Hall in his dime novels written about Texas in its frontier days. Hall's descriptions of Settlements, medicine, food and so on were compared with descriptions of historians who visited the area at approximately the same time. Purpose of the thesis was to determine if Hall gave his readers an accurate account of life in Texas. Results showed that Hall was, most surprisingly, accurate in most cases.

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AN INFORMATION THEORY APPROACH TO TELEVISION CONTENT

Robert Krull, M.A.

University of Wisconsin, 1972

Advisor: Jack M. McLeod

Television content has been handled predominantly in two ways--programs have been treated as being equivalent, and programs have been placed into show-type categories. Presumed equivalence in limiting in that tests for differences among programs for appeal and effects are ruled out. Content categories have inherent limitations as a research tool since they lack mutual exclusivity and they lack lower order concepts. Although at least one study shows high agreement among judges for the placement of programs into categories, explication of the way in which such judgments are made are lacking.

Since asking viewers about their program preferences have been found to be misleading rather than enlightening, it was decided to take a theoretical approach to finding dimensions in terms of which television programs could be located. Information Theory seemed to be an appropriate starting point since entropy has been found to be a factor in human perceptual processes and since the entropy formula is methodologically rigorous, producing a ratio scale.

Fifty-eight series, broadcast during the Spring of 1971 by the three commercial networks, were coded up to three times each for

a total of 168 individual shows. Five indicators of entropy were operationalized. Set entropy and In-Out entropy (the randomness of the backgrounds for action being indoors or out-of doors) were visual indicators. Verbal Time entropy and Verbal Incidence entropy were measures of verbal entropy. Talk-Nontalk entropy was a measure of visual-verbal interdependence.

The correlations among all entropy values for each show in each of the series scored is high, while the range of scores on entropy varies considerably among series. Apparently the series broadcast by the networks are fairly homogeneous from week to week.

Analysis of variance showed discrimination among programs by show-type for only three of the five indicators of entropy. The two visual indicators of entropy, Set entropy and In-Out entropy varied according to content category; the verbal indicators, Verbal Time entropy and Verbal Incidence entropy, did not. Talk-Nontalk entropy, the indicator of visual-verbal interdependence, did vary significantly by show-type.

Principal components factor analysis of the relationship among the entropy scores produced two factors, Set entropy and the two verbal entropies were loaded mainly on one factor, and In-Out entropy and Talk-Nontalk entropy mainly on the other. So while the content categories seem to discriminate among programs mainly in terms of visual entropy, the proportions of high and low entropy on the various indicators are not combined in that way. Content categories, then, seem to be labelling only one aspect of the way in which the various kinds of entropy are combined in the commercial prime-time series.

The unavailability of video-tape equipment made direct assessment of inter-coder reliability unfeasible. Indirect assessment seems to indicate reasonably high reliability. Intra-coder reliability is high, and there appears to be no evidence of "coding drift" from the beginning to the end of the coding period. Direct assessment of inter-coder reliability should be made as soon as videotape equipment is accessible.

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THE FLOW OF AMERICAN TELEVISION PROGRAMS TO TAIWAN: THEIR POPULARITY, EFFECT ON TAIWANESE TELEVISION INDUSTRY AND CULTURAL IMPACT ON SOCIETY

Peter Chih-chao Kuo, M.S.

University of Illinois, 1972

Advisor: Edward F. Douglass

Ever since the Republic of China started television in 1962, American television programs have been contributing much to the TV programming in Taiwan. A glance over the weekly schedule of the three Taiwanese TV stations, all of them commercially operated, reveals that programs of American origin occupy a rather significant proportion of the entire program. This study deals specifically with the extent of exposure and popularity of American TV programs in Taiwan, and also investigates the effect of American TV programs on Taiwanese TV industry as well as the cultural impact on that society. The research included a review of the literature and a three-week interviewing and data-gathering trip to Taiwan.

The study shows that due to the low cost and availability of American TV programs, their exposure in Taiwan has been vast and their popularity significant. American TV programs have hindered the nation's Cultural Renaissance Movement which was designed to

elevate the ethics of the people and to renovate the traditional Chinese culture. They have hampered the growth of Chinese-originated cultural and educational programs. American TV programs have contributed to the Americanization of Taiwan. The violence and make-believe of these programs have infected the locally originated TV programs and there is some concern that the former have affected children in Taiwan.

Only a few scholars have expressed concern over the dangerous consequences of being exposed to a large amount of American culture through the imported American TV programs. In recent years, the trend in audience taste has shifted from American programs to the Taiwanese-originated series dramas and local puppet shows. The amount of air time devoted to American syndicated shows has been reduced from 50 to 30 per cent of the total. The real driving force behind this change has been the local advertiser, however, and not the scholars.

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VOICE OF A COPPER KING: A STUDY OF THE (BUTTE) REVEILLE, 1903-1906

Daniel J. LaGrande, M.A.

University of Montana, 1971

Adviser: Warren J. Brier

Montana's political institutions, economic life and press were shaped primarily by three copper kings--William A. Clark, Marcus Daly and F. Augustus Heinze--and a corporation--the Amalgamated Copper Company, which became the Anaconda Copper Mining Company. This study examines Heinze's use of the Reveille to promote his political fortunes and protect his business ventures.

The Reveille was examined for the three years Heinze was the dominant public figure in Butte. Also studied were public documents, Butte's daily newspapers and periodicals that reported Montana's copper war.

The research suggests that Heinze created a political movement by appealing to the fears and aspirations of Butte's laborers and small merchants. He portrayed Amalgamated as a "copper trust" created by Standard Oil's John D. Rockefeller and Henry H. Rogers, and he presented himself as a champion of the little people in a crusade against corporate monopoly.

The Reveille endorsed Heinze's anti-trust campaign and accused Amalgamated of maintaining a muzzled press in Montana and restricting the independence of its employes. It used bold political cartoons, often on page one, to attack Amalgamated and vilify Heinze's enemies.

Amalgamated used its press to create doubt about Heinze's pledge to remain in Butte as a champion of the workingman. Heinze responded by forming a new political party and founding the Butte Evening News. When Heinze sold his mining properties and left Montana in 1906, Butte was without a strong voice to challenge the Amalgamated press and to speak for the workingman.

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A CASE STUDY IN PUBLICITY: HOW A CONCERT AUDIENCE AT THE UNIVERSITY OF TEXAS AT AUSTIN LEARNED ABOUT ONE PERFORMANCE

Barbara Jaska Langham, M.A.

University of Texas at Austin, 1971

Adviser: DeWitt C. Reddick

A concern for communicating information about fine arts performances prompted an audience survey at a University of Texas Solo Artist Series concert in March 1971. Results, representing about a 32 percent response rate, showed that concert goers were highly educated, arts-minded individuals who received concert information primarily through direct mail and word of mouth and secondarily through local newspapers. The artist's reputation and the piano as the performing instrument were the most frequently cited reasons for attendance. Cross tabulations between student and non-student, married and unmarried, male and female and performer and non-performer gave depth to the findings.

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THE FUNCTIONAL RELATIONSHIP BETWEEN COMMUNICATIONS AND ACCURACY

Robert M. Lanier, M.A.

University of Washington, 1972

Adviser: Peter Clarke

This study looks at the effect two communication variables have on the accuracy of a person's estimate of another's evaluation of a symphony concert. The two communication variables are: (1) whether or not a subject has an on-going talking relationship with the other person, whose evaluation of the concert he is estimating, and (2) whether or not a subject talked with the other person about the concert.

Data were obtained in a survey administered to 480 Mt. Rainier (Seattle) High School sophomores. The survey was administered in the course of one school day, 2 days after the entire high school had attended a symphony concert.

The results were null with respect to hypothesized relationships between the two communication variables and accuracy. Alternative methods of conceptualizing and measuring accuracy and communication are proposed in the final chapter.

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WISCONSIN FACES THE SOLID WASTE PROBLEM

James Larison, M.S.

University of Wisconsin, 1972

Adviser: Fritz Albert

This thesis was a 20-minute color-sound film prepared in co-operation with UW personnel, and personnel of the Wisconsin Department of Natural Resources, for use by small communities facing problems in solid waste disposal. It illustrates successful techniques of co-operation between communities, and concentrates on the sanitary landfill as the most useful method of disposal. It is enjoying wide use.

Larison also filed a supplemental written report describing the communications principles involved in the film, the co-operation arrangements, etc.

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AN EXPERIMENTAL STUDY IN SOURCE CREDIBILITY: THE EFFECTS OF VARIATIONS IN SOURCE, TYPE, AND TRANSMISSION OF A COMMUNICATION ON PEER PERCEPTION OF CREDIBILITY

John R. Larsen, M.A.

Central Michigan University, 1972

Advisor: Thomas R. Rood

This experiment was designed and conducted to analyze selected variables that may

have effects on perception of credibility.

The subjects--college peers--remained constant while the source was varied between a peer source and a non-peer source. The type of message was varied between a relevant one and an irrelevant one, both pretested prior to the experiment. Means of transmission was varied between oral and print.

It was hypothesized that (1) messages from subjects' non-peers would be perceived as more credible than messages from their peers; (2) messages transmitted orally would be perceived as more credible than messages transmitted via print; (3) an irrelevant message would be perceived as more credible than a relevant message; and (4) female subjects would perceive credibility to a greater degree than will male subjects.

Two different messages were used for the relevant and irrelevant comparison. These same two messages were used for the other comparisons. To vary the source, subjects were told the message originated from a peer or a non-peer source. To vary the means of transmission, subjects either heard or read the message.

According to the two by four experimental design each of the four testing groups received two messages that contained one of each of the six variables.

Associated Press wire stories were used as messages. Twenty subjects in each group rated perceptions of credibility on four representative factors for each of Berlo's two dimensions of trustworthiness and competence.

There were four basic findings in the study: (1) messages from non-peers were considered significantly more credible than messages from peers ($p<.005$); (2) messages transmitted orally were considered significantly more credible than messages transmitted via print ($p<.05$); (3) messages relevant to peers do not differ significantly in credibility from messages irrelevant to peers; (4) males and females do not differ significantly in their perception of credibility.

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SUBJECTS AND LITERARY STYLE IN NEWSWEEK, SCIENTIFIC AMERICAN AND TODAY'S HEALTH SCIENCE STORIES IN 1959 AND 1969

Ann Roberta Larson, M.A.

University of Texas, 1972

Adviser: DeWitt C. Reddick

Differences in scientific fields covered in the three magazines in 1959 and 1969 are noted. Elements of literary style examined in the magazines include leads, definitions of scientific terms, analogies, narration and personalization, clarity and continuity of thought, descriptions of processes, sources, types of science stories, reader appeals, choice of words and listing. Scientific American changed the least in scientific fields covered and literary style from 1959 to 1969. Showing a trend away from human interest appeals beginning articles was the 1969 increase in summary leads in Newsweek and Today's Health.

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MAGAZINE ENVIRONMENTAL COVERAGE BEFORE AND AFTER EARTH DAY APRIL 22, 1970

Mark A. Larson, M.S.

University of Wisconsin, 1971

Adviser: Lloyd R. Bostian

Twenty magazines published from December 1969 to August 1970 were surveyed for envi-

ronmental coverage in advertisements, articles, and cartoons.

Almost 400 environmentally-related articles were found in this sample, with approximately 35 percent published from December 1969 to February 1970; 35 percent published from March 1970 to May 1970; and 30 percent from June 1970 to August 1970. Environmental coverage did not show "fad" coverage.

However, on an individual basis, several magazines did show environmental coverage frequencies indicating "one shot" flings.

Environmentally-related advertisements showed almost a 100 percent increase in frequency from December 1969 to February 1970, compared with June 1970 to August 1970. Environmentally-related cartoon frequency did not vary significantly in the sample periods.

Action was recommended or described as potential solutions for environmental problems in approximately 69 percent of the articles.

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THE AUTO OMBUDSMAN: EMERGING FUNCTION IN THE UNITED STATES AUTOMOTIVE INDUSTRY

John Russell Lee, M.A.

The Ohio State University, 1972

Advisor: Walter W. Seifert

Consumer unrest in the late 1960's and early 1970's has precipitated extensive legislative controls and expenditures of millions of dollars to improve the environment, products and services.

The purpose of this thesis is to examine the effects that growing product and service expectations have on the United States automotive industry. In doing this, the study analyzes customer service and other programs of the three major automobile producers in this country (Chrysler, Ford and General Motors). Also, the thesis relates how various civic, private and governmental agencies influence the industry.

The "ombudsman" refers not to a single individual or department in any of the organizations. Rather, the study defines the ombudsman as that group of persons which is responsible for clarifying the corporate philosophy, communicating and explaining corporate actions, studying consumer desires and needs, and discovering methods to satisfy those desires and needs.

Depending upon the corporation, these people are usually found in the general areas of marketing, public relations and customer relations.

In studying the three-fold relationships of business, government and civic elements, the thesis finds the attitudes and communications between government and business being foremost in the minds of the business sector. One reason for this condition is that business is now faced with the increasing realization of massive regulation--a trend many corporate executives have warned against.

Also, in spite of the lack of communication and presence of ingrained friction between business and civic-consumer groups, they share common goals and in most instances agree on the means of attaining those goals. The differences emerge relative to time and degree of the solutions and expense responsibilities.

Ombudsman-related activities by institutions of all types continue to emerge. They will do so at an increasing rate as consumers become more demanding and commanding.

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NEWSPAPERWOMEN ON METROPOLITAN DAILIES
AN HISTORICAL SURVEY AND CASE STUDY

Carolyn M. Lenz, M.A.

University of Wisconsin, 1972

Adviser: David G. Clark

Investigation of existing literature on newspaperwomen revealed that discrimination has existed against them from the 1880s, when women were first hired regularly by newspapers, to the present. Newspaperwomen have made progress since the 1880s, but the rate of progress has fluctuated according to economic and social conditions. Hiring trends showed that women got their best opportunities when men were either unavailable or considered unsuitable for newspaper jobs.

Areas of discrimination were hiring, attitudes of male co-workers and news sources, salaries, story assignments, and especially promotions to supervisory jobs. Attitudes about women's proper role in society have been largely responsible for the discrimination.

Metropolitan newspapers have hired limited numbers of women to work in general news areas. Women have encountered a certain amount of hostility from male colleagues. Some news sources have been uncooperative with female reporters, while others have been more cooperative than with male reporters. Salaries for newswomen have traditionally been lower than for men doing comparable work. Women reporters have often been restricted to light features and "woman's angle" assignments rather than hard news subjects such as politics, business, and crime. Few women have been editors in departments other than women's news and have usually not been considered for supervisory positions.

Interviews with twenty Chicago newspaperwomen disclosed discrimination in the same areas as the historical survey except in salaries and relationships with male colleagues.

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THE PEOPLE AND APPEALS OF NEWSPAPER
MOVIE ADS: A CONTENT ANALYSIS

Barbara E. Leonard, M.A.

University of Pennsylvania, 1972

Advisor: George Gerbner

A sample of movie advertisements from the New York Times was analyzed in terms of verbal and pictorial content to discover the basic features of the appeals used by movie advertisers and the overall image of the people and situations appearing in the ads. Aspects of the pictorial content analyzed included people's sex, age, race, occupation, class, appearance, relationships and activities, the settings in which they appeared and other non-human elements. Verbal content was studied in terms of the kinds of information offered: ratings, plot description, general and technical praise, and the source of this praise. Finally, an institutional analysis was made of the procedures involved in producing movie advertisements, and the codes and restrictions which are applied to them.

The people were most often independent white adults, in a contemporary Western setting. Men appeared more frequently than women, and seemed to be more aggressive, dominant and mature than the attractive, submissive, alluring females. Half the advertisements used a pictorial appeal of love or sex, while a third used violence. The next largest group relied on pictures of people alone, without love or conflict. Verbally, the ap-

peals of sex and violence appeared in one-quarter and one-fifth of the ads, respectively. Verbal praise came slightly more often from reviews than from advertising copywriters. In fact this emphasis on quoting reviewers, and hence on the quality of the films, did not appear in the White and Albert study of 1955, although a concentration on the films' stars did. This possibly reflects a change in the advertisers' concept of their audience, now being a more selective and discerning group who are to be lured to films, not by the fame of the actors, but by the quality of the movies.

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THE EFFECTS OF PHOTOGRAPHIC COMPOSITIONAL ELEMENTS ON THE SELECTION OF NEWS PICTURES BY VARIOUS GROUPS OF INDIVIDUALS

Jon Robert Leu, M.S.

Iowa State University, 1972

Adviser: Rodney Fox

This study attempted to examine the value placed on three compositional elements of news photographs by various groups of individuals, based on their preferences among a group of 48 pictures. Compositional elements studied included balance, rhythm, and unity.

Three hypotheses were proposed:

1. Differing perceptions of photographs judged on a scale of "like least" to "like most" will cause members of a population to cluster into groups; members of each group will be similar to each other, and different from those in other groups, on the basis of similar preferences for photographs.

2. Members of each group also will be similar to each other, and different from those in other groups, on several variables: education, occupation, and background in art and photography.

3. There are systematic differences in the way compositional elements are used in the judgment of photographs. As an individual's background in art and photography increases, compositional elements of the photographs will be used as a basis of judgment.

Definitions for the three compositional elements were prepared and dichotomized. Two subject matter areas, children and animals, were selected for the study. Three photographs were chosen by judges to meet criteria for 16 possible good-bad combinations of these four variables (48 photographs).

Q-technique was used to determine the picture selection patterns of 46 respondents. Each arranged 48 photographs along a 12-point scale from "like least" to "like most." Five factors emerged after respondents' picture selection patterns were correlated and factor analyzed. Twenty-six of the 46 respondents loaded strongly enough on one of the factors to be included in that factor group.

Results of the study supported the first two hypotheses and showed a tendency to support the third. Analysis of variance showed statistically significant differences between the groups for age, education, background in photography, and combined background in art and photography. Differences between the groups for background in art were not statistically significant.

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AN HISTORICAL AND DESCRIPTIVE PROFILE OF THE POLITICAL ADVERTISING PRACTICES OF TEN UTAH ADVERTISING AGENCIES

JERI RYAN LEVERKUS, M.A.

University of Utah, 1972

Adviser: M. Neff Smart

A study of the political accounts handled by selected Utah advertising agencies from 1954 through 1970, with particular emphasis on Congressional and gubernatorial campaigns.

After consideration of the national evolution of the agency's new role as campaign advertising manager and the controversy surrounding the trend, the author presents an historical and descriptive profile of Utah advertising agency involvement in political accounts.

The core of the thesis is based on personal interviews with representatives of ten Salt Lake City advertising agencies. The list of agencies was compiled from records of campaign disbursements maintained in the Utah State Capitol Building.

Interviews explored the following areas: history of involvement, campaign expenditures, agency role in campaign decision-making, evaluation of the Utah milieu, rationale of involvement, payment and rates, candidate selection, internal procedures, media selection, and projections for future involvement.

The involvement of Utah advertising agencies in political accounts has increased significantly since 1966. Although admen consider such accounts primarily a business venture, political clients pose an inconvenience to agencies with already-substantial billings. Those agencies which have in the past handled political accounts but plan to limit future involvement emphasized the disruptions political clients cause in the servicing of commercial accounts. Most of the agencies consider political platform a major criterion in candidate selection.

Utah admen agree that future involvement in political campaigns will decrease drastically under state and federal legislation enacted in 1971.

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INTERPRETATIONS FROM PICTURES: THE EFFECTS ON JUDGMENTS OF INTIMACY OF VARYING SOCIAL CONTEXT AND EYE CONTACT

Benito O. Lim, M.A.

University of Pennsylvania, 1971

Adviser: Larry P. Gross

An experiment was conducted to investigate whether observers from the same culture can infer specific social relations from photographically presented variations in eye contact and direction of gaze between a man and a woman seated close together under crowded and noncrowded conditions was investigated. Three postulates were advanced: (1) Variations in eye contact and direction of gaze between a man and a woman under crowded vs. noncrowded condition will suggest to observers certain inferences about the relationship between the pair. (2) In addition to the factors cited, when the distance between a seated couple is close, variations in situational crowding would serve as a strong cue for observers who are asked to interpret their relationship. (3) The source of gaze is the viewers' index for finding the focus of interest in a picture.

Results confirmed expectations that viewers were able to respond and make inferences about social relationships of per-

sons photographed from variations of spacing, eye contact, direction of gaze and crowding.

The data also revealed that pictures can be used effectively to summarize a whole series and range of social interactions. Like a code, pictures could trigger a series of social recollections on part of the viewers in order to identify what is going on in the pictures. It is concluded that there are, therefore, patterns in the manner of spacing, arrangement of figures, direction of gaze, etc., that people sharing the same culture consider the norm for such social situations.

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THE SUBURBAN PRESS:
A SEPARATE JOURNALISM

Harold Lister, M. A.

University of Missouri, 1972

Adviser: William Bray

Here is a study of the Suburban Press, its history (particularly since World War II), its likely future development and role in society, the history of the peculiar communities it serves and a documented analysis of career opportunities it offers.

Sources of information included numerous publications about suburbia and its newspapers from books, magazines and other printed data, studies of the suburban scene and the suburban press, written by journalists, political scientists, sociologists, psychologists and educators.

The principal source of information was a questionnaire sent to publishers of nearly 1,100 suburban papers throughout the United States.

Replies served to confirm the two hypotheses that (1) the suburban paper is different from the metropolitan daily or the outstate, small town, community paper, and (2) careers are available in the suburban newspaper field.

Among the items of information obtained from respondent publishers were those concerned with the type of service performed by the Suburban Press, career information such as income, increases, fringe benefits, promotion, ownership and career challenge opportunities available in this area of newspaperdom.

Most enlightening feature of the study was the enthusiasm of the respondents as they indicated the strong competitive nature of suburban papers and career opportunities they offer, compared with the other papers.

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PROFILES OF THE NAVAJO TIMES AND
DINE BAA-HANI: A PRELIMINARY
EXAMINATION OF TWO NAVAJO NEWSPAPERS

Barbara F. Luebke, M.S.

University of Oregon, 1972

Adviser: Roy K. Halverson

This study compares the content of two Navajo Indian newspapers--The Navajo Times and Dine Baa-Hani.

The study focuses on the two year period between January, 1970 and December, 1971. After extensive reading and research into Navajo and American Indian history and culture, a content analysis of each of the papers was used to construct "profiles" of non-advertising, non-editorial and non-pictorial content. Items were considered "anti-establishment" if they suggested alternatives to the way things were being done, advocated Indian or Navajo Power, rejected or opposed "Anglo ways."

Navajo-related items in the Times took up much more of the coded news hole than in Dine Baa-Hani. The Navajo Times seems more locally oriented in that it spends a great deal of space in announcements, "personality" items, reservation news, etc. Dine Baa-Hani is "local" to the extent that it reports local controversy, but it is caught up in the national Red Power Movement.

In Navajo-related content, slightly more than two percent of Times items were "anti-establishment." About 50 percent of Dine Baa-Hani articles were so coded.

The Navajo Times had only one Red Power story; Dine Baa-Hani published 21 items totaling 950 column inches.

The author concludes that the 15-year-old Navajo Times is comparable in content and style to ordinary American weeklies. The two-year-old Dine Baa-Hani is as much a paper of opinion as of news, but it also contains content which would interest the "traditional" Navajo.

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THE IMAGE OF AIR WAR-NORTH:
THE BOMBING OF NORTH VIETNAM

Neil B. Madden, M.A.

University of Southern California, 1971

Advisor: Frederic C. Coonradt

This qualitative study of the communication to the American people of the story of the 1965-1968 air war in North Vietnam compares information available during the air war and that provided in daily newspaper coverage. Background for the evaluation of the news coverage includes parallel examinations of events of Air War-North, the mechanics of coverage, and governmental control or regulationsof the events and coverage. There is attention to the story of the bombing directed at the American people from within North Vietnam, via direct propaganda efforts and the reports of visiting Westerners. Without positing any causal relationship between coverage of the air war and public feelings about the bombing, the paper traces 1965-1968 indications of public opinion and detects some divergence of opinion concerning the war overall and the bombing of the North.

The wealth of information available on Air War-North indicates that physical and governmental obstacles to covering the air war did not prevent journalists' acquiring substantial, accurate and pertinent knowledge. However, correspondents and editors could certainly have more effectively kept the public informed, particularly by maintaining and presenting more satisfactory perspective of the developing air war.

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TEARS AND JOYS: A STUDY OF TWO
LIBERAL TEXAS WEEKLIES

John R. Makeig, M.A.

East Texas State University, 1971

Advisor: W. J. Bell

This study is an effort to analyze the differences between The Tulia Herald, edited by H. M. Baggarly, and The Midlothian Mirror, edited by Penn Jones. Both are liberally-oriented weeklies in small Texas towns. One has proven to be a financial success (The Herald) while the other (The Mirror) is now on the verge of financial failure.

Successful liberal weeklies in Texas are almost nonexistent. Dozens have failed, but The Herald has survived in its conservative

community. Baggarly is compatible with the residents of his town while Jones is not. Jones has been beaten, threatened, and his office has been fire bombed. Generally, he is disliked in Midlothian. He is regarded as a "nut" by many persons because of his study of the Kennedy assassination in Dallas.

It is possible to operate a liberal weekly in a conservative Texas community. H. M. Baggarly has proven that. He is temperate, religious, and cautious in his editorial positions. Penn Jones has become embroiled in local crusades that have angered many Midlothian residents. His repeated refusals to "lose face" by relenting have created a complex, tense situation there that has made his position in Midlothian precarious. Both of these two weekly newspapers, though, can be counted on to take stands on almost all issues that face editorial writers. They never evade making judgments. Both have, on occasion, published brilliant and sometimes-prophetic stories and editorials about important state and national events. In this regard, both are far different from most of the other 550 weekly newspapers in Texas. Both are well worth reading.

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A STUDY OF RECRUITING, TRAINING AND EMPLOYEE RETENTION IN ADVERTISING, BUSINESS AND EDITORIAL DEPARTMENTS OF SELECTED DAILY NEWSPAPERS IN THE STATE OF FLORIDA

Edward E. Manassah, M.A.

University of Florida, 1971

Advisor: John V. Webb

The researcher studied all the dailies in Florida by way of a mail questionnaire. Based on responses, the researcher chose eight newspapers with similar characteristics, separating them into three circulation categories.

Personal interviews were conducted with certain management representatives and questionnaire replies were solicited from certain employees.

The study showed that recruiting, training and employee retention were in need of investigation. Other significant results indicated that most newspapers have a form of on-the-job training and in some cases "in-shop" courses for employees; much of the newspapers' recruiting comes from cooperative arrangements with colleges and summer internship programs; and constant turnover is considered healthy.

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A HISTORY OF THE RELIEF SOCIETY MAGAZINE 1914-1970

Patricia Ann Mann, M.A.

Brigham Young University, 1971

Adviser: Rulon L. Bradley

In January, 1914, the Relief Society of the Church of Jesus Christ of Latter-day Saints brought out the first issue of what was to become the Relief Society Magazine. Before this, the women of the Church had been served by the Women's Exponent, founded in 1872 as the second women's publication in the west. During 1914, the Exponent's successor was a monthly guide to the Relief Society's coursework, known as the Bulletin. In January, 1915, it became the Relief Society Magazine.

The magazine became a leader in the Relief Society work as a forum for idea ex-

change, a medium for administration, an outlet for creative talents, and a lessor guide.

In December, 1970, the last Magazine appeared. The end came for the publication in an effort on the part of the Church to strengthen the family unit through combining magazines it published. New eras come, bringing change, but for the women of the Church of Jesus Christ of Latter-day Saints, their past includes a Magazine which reflected their interests, strivings, and work.

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A FEASIBILITY STUDY OF CABLE TELEVISION UTILIZATION FOR COMMUNITY DEVELOPMENT IN CENTRAL APPLACHIA

Lamar Vincent Marchese, M.A.

University of Florida, 1972

Advisor: Arthur J. Jacobs

This study examined and evaluated the feasibility of involving cable television systems in central Appalachia with efforts toward rural community development.

A variety of research procedures were used, including a questionnaire on community needs, a telephone survey of cable facilities, a mail survey of programming sources, and on-site visitations with both community development and cable television personnel.

The most salient conclusions of the study are that (1) local origination of public service programs by cable is technically and economically feasible and does serve the interest of community development, (2) emphasis in such local programming should be primarily on local events and activities, (3) community involvement is a necessary element of cable television usage for community development, (4) citizen's communications councils should be formed to oversee local programming, and (5) the use of low-cost, one-half inch videotape equipment is feasible for cable casting.

To pursue further research and demonstration of the public usages of cable television in Appalachia, a multi-state, multi-purpose cable television development center is recommended.

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THE DALLAS EXPRESS: A NEGRO NEWSPAPER ITS HISTORY, 1892 - 1971, AND ITS POINT OF VIEW

Louis Margot, III, M.S.

East Texas State University, 1971

Advisor: W. J. Bell

This is a study of one of the oldest Negro newspapers in Texas, from 1892 through 1970.

This study was compiled from available issues of the Dallas Express for January 13, 1900; from January 11, 1919, through December 29, 1928; and from September 22, 1934, to the present. Personal interviews with people associated with the Dallas Express were utilized, along with various books and periodicals.

The Dallas Express, founded in 1892 as the Dallas Bee by W. E. King, has survived two world wars, a depression, harassment by the Ku Klux Klan, and even integration. The wealthy black leaders of Dallas kept the newspaper's name alive until 1940 when Houston attorney Carter Wesley gained control. In 1971, the newspaper once again came under the ownership of a Dallas citizen, Cullen McCoy.

As a result of reporting corruption within the Negro society, the newspaper lost business in the late 1920s. The Express

went into receivership after 1928.

In 1930, Travis Campbell, a white man, became the owner. In 1938, a group of Dallas Negro leaders formed a partnership and bought the newspaper from Campbell. In 1940, Wesley purchased the Dallas Express. After Wesley's death in 1969, Doris Wesley, his widow, became the sole owner. She sold the newspaper to Cullen McCoy in 1971.

By 1971 standards, the Dallas Express can be described as having a conservative history. Carter Wesley's attitudes might be considered progressive today, but not militant.

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THE ROLE OF THE COMMITTEE AND THE NEWS MEDIA IN STUDENT-STAFF COMMUNICATION AT THE UNIVERSITY OF WISCONSIN-MADISON

Francis E. Marion, M.A.

University of Wisconsin, 1971

Adviser: Scott M. Cutlip

The study's primary purpose was to examine the student-faculty committee and the news media as channels of communication between students and staff of the University of Wisconsin-Madison, based upon a study of the committee system and surveys of more than 500 students and staff (faculty and administrators).

Under student government pressure, students gained membership on several faculty standing committees in the 1960s. Communication within committees initially concerned extracurricular activities, later centering around curricular matters, particularly at the departmental level.

More than 70 per cent of the students desired voice in determination of course offerings, course content, degree requirements, faculty hiring policies, and faculty promotions. Ninety percent of 231 committee members said they had no difficulty expressing their opinions at meetings, but only 40 percent said minority viewpoints were conveyed to staff outside the committee. Faculty members were more satisfied with the functioning of their committee than students and understood the purpose of their committee more clearly.

Committee members said the best way to improve the committee as a channel of communication was to change the committee function, procedures, or membership; maintain more effective communication with other students; and give more weight to committee recommendations.

Two-thirds of the students relied on the mass media for University information. Only 12 percent thought commercial news media carried useful information about the University. Seventy percent wanted more information on University policies, course-teacher evaluations, and committee recommendations. Most students believed the best way to improve communication was through personal contact with staff or through more effective staff use of media.

The recommendations urged staff to ascertain student information needs; provide students information on matters of student concern; regularly gather student opinions before and after making of decisions; encourage redress and reappraisal of actions affecting students; and create situations conducive to person-to-person communication.

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GUERRILLA THEATER: AN ASPECTUAL ANALYSIS

David S. Marshall, M.A.

University of Pennsylvania, 1971

Adviser: Robert Scholte

The "aspectual" analysis of Guerrilla theater, modeled after the analytic framework developed by Gregory Bateson in Naven, treats the communicative structure, as reflected in its textual, kinesic, performance, theatric and social guises, which theater assumes having abandoned its traditional shell and adopted an explicitely political function. Use of a street environment as theatrical space entails exaggeration of theatric conventions to inform the passerby that the interaction is a theatrical message without literal physical consequence. When those theatrical conventions such as condensed dialogue, costuming and theatrical "blocking" are ignored or poorly executed, the passerby may experience momentary coding difficulties.

Guerrilla theater creates its message by presentation of symbols alienated from their proper context, using humor as a primary communicative mode in the desanctification of authority. Guerrilla theater closely resembles a simplified conventional theatrical information environment with particular stress upon the visual channel. With Guerrilla theater addressed to mass media, theatrical conventions are loosened and literal interaction is infused with symbolic significance created by the dramaturgical structure of television newscasts. Television newscasts with their short time span and visual primacy facilitate conversion of political figures into caricatures representing prevailing societal images of forces of "good" and "evil."

The ecological relationship which Guerrilla theater maintains with its immediate social environment is generally absent from the media hybrid form wherein dialogue exhibits little attention on characters' parts to messages conveyed by other "performers." The possibility of violent interaction is increased in hybrid forms since "theatrical" conventions are abandoned and the interaction is maintained without behavioral rules which buffer theatric events from disruption. Some forms of Guerrilla theater which alter the teleology of non-theatric performance suggest that experience is organized according to scenarios which enable participants to disattend vast quantities of "non-essential" information.

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THE MEDIA SPECIALIST IN EDUCATION AN ANALYSIS OF QUALIFICATIONS AND TRAINING IN GEORGIA

Clara Morris Martin, M.A.

University of Georgia, 1971

Advisor: Charles Kopp

New technologies have been introduced to facilitate the teaching-learning process and research studies confirm the effectiveness of these technologies in our education environment.

Educators refer to these technological innovations, both print and non-print, as media--devices that convey information, affect the message, control what is learned and establish the learning environment. With more and newer media flooding the schools, the need for "media specialists" is urgent.

What is an educational media specialist? The implications are a professional preparation in the educational aspects of media such

as radio, television, film, photography, graphics, textbooks, journals. Implied also is an understanding of the communication process in the teaching-learning situation. In actual school situations, however, the "media specialist" in individual schools is often a teacher-librarian.

There are two main trends in training specialists for school programs. These are: (1) emphasis in media and (2) emphasis in librarianship. Basically those who defend each of these two ideologies have the same objectives: to prepare professionally a specialist in a knowledge of fundamentals in the general field of education, in communications theory, and utilization of media.

The Educational Media Department in the College of Education at the University of Georgia has responded to innovation with two graduate-level degree programs in media--a master's degree in media and an intermediate degree of Specialist (Ed.S.). Many courses in these programs of study are in the field of journalism--Cinematography, Educational Television, Public Relations.

There is only one library science school in Georgia, Emory University. The librarianship division emphasizes in its courses a "literary tradition" with very little study of nonprint media.

The State Department of Education has approved a recommendation that the school librarians and teacher-librarians be automatically re-certified as media specialists. This approval for certification gives "media specialist" ranking to professionals who have had no special training in the newer media.

For that reason, the author recommends that the Henry W. Grady School of Journalism investigate, with the College of Education, the value of an interdiscipline sequence for media specialists.

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FIVE SMALL TEXAS DAILIES AND MUNICIPAL REPORTING

Tessica Martin, M.A.

University of Texas, 1972

Adviser: Norris G. Davis

A study of five small Texas daily newspapers begun in 1967 confirms the significance of good municipal reporting. It identifies the newspaper as a member of its community, responsible for helping form public opinion, develop leadership, and improve its city, in addition to providing basic news and analysis. The study points to the need to find ways that such a city newspaper can train and hold competent reporters on a limited budget so it can fulfil this role to a greater extent.

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A CONTENT ANALYSIS OF INDUSTRIAL ADVERTISEMENTS IN THREE MAGAZINES: 1946-1968

Howard Doyal Mathis, M.S.

University of Illinois, 1971

Advisor: S. Watson Dunn

The purpose of the study was to analyze the content of industrial advertisements appearing in 18 randomly selected issues of three (randomly) chosen magazines--namely, Progressive Farmer, Scientific American and U.S. News & World Report--from the periods of 1946-48, 1956-58 and 1966-68 in order to describe changes and trends.

Results indicated that from 1946 through 1968:

1. Conventional format widened its lead over Unconventional format to 4 to 1.

2. Illustration Dominant ads greatly increased in occurrence; while Copy Dominant and Approximately Equal ads decreased substantially.

3. All ad sizes of one-page and larger increased, along with those from 1/6 to 1/2 page; while 1/2 and 2/3 page, and 1/7 page to 1/2 column inch exhibited either moderate decreases or no change.

4. Brand and Brand Plus Institutional themes increased moderately in occurrence; while the Institutional category decreased measurably.

5. Photography increased greatly, while art and a combination of both dropped substantially.

6. In all art media, black & white and two-color decreased in occurrence; while four-color, three-color and the combination categories increased significantly.

7. Drawings decreased and paintings increased substantially.

8. Subject matter of illustrations became more non-product or "indirectly related" to product.

9. Copy blocks showed a trend toward the occurrence of more columns, lines and words.

10. Trend toward longer headlines and subheadlines.

11. Subject matter of headlines revealed that the "directly related" and the "unrelated" to product or company categories increased in occurrence; while the "indirectly related" category fell dramatically.

12. The occurrence of bleed pages rose substantially, while screens and coupons exhibited small gains; and color type, script, reverse reproduction, picture-caption format and supplementary illustrations all declined.

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LADIES' HOME JOURNAL AND McCALL'S IN 1960 AND 1970: A CONTENT ANALYSIS

Rebecca Roper Matkov, M.A.

University of North Carolina, 1972

Adviser: James J. Mullen

This study was made to determine whether women's magazines in 1970 had begun to reflect certain trends developing in American society during the 1960-70 decade. These trends included the falling birth rate, the increasing number of employed women, the rising median educational level of women and the increasing concern with the role and rights of women. A content analysis was conducted of all 1960 and 1970 issues of McCall's and Ladies' Home Journal. Heroines and themes of short stories and authors of non-fiction articles were analyzed and all articles categorized. It was concluded that by 1970 McCall's and Ladies' Home Journal had begun to reflect new trends--especially by decreasing the amount of fiction, varying the short-story themes and devoting more attention to financial and career topics--but not at the same pace nor in all areas.

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A MODEL PUBLIC RELATIONS PROGRAM FOR RECRUITING COLLEGE LEVEL STUDENTS INTO THE ALLIED HEALTH SCIENCES: INCLUDING TRENDS IN HEALTH MANPOWER SHORTAGES

Cheryl Ann Mays, M.A.

University of Texas at Austin, 1971

Adviser: Alan Scott

This study was conceived as an analysis

of the public relations program of the Texas Hospital Association Health Careers Program and as a recommended program to broaden its scope. It is specifically aimed at recruiting college students into the allied health sciences.

Many students are unaware of developments in health fields that have brought about new career opportunities. Students majoring in a variety of subjects need to know of the possibilities of employment in medically related institutions.

As background for the discussion on current health manpower shortages a history and classification of hospitals is given and the causes of the hospital crisis are reviewed.

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UNIVERSITY BAY MARSH: A CASE HISTORY

Richard McCabe, M.S.

University of Wisconsin, 1971

Adviser: John E. Ross

Located on the far west Madison campus of the University of Wisconsin, the University Bay Marsh now exists because of the diligence of a few students who were unwilling to accept a University administrative decision that appeared to be ecologically unsound, and to the willingness of the administration to review the decision. The thesis charts the history of the site and shows how a conservation class project gave the impetus to preserve a portion of the area's original characteristics.

In the fall of 1969 a team of students used the marsh situation as the focus for study. An analysis and tentative solution was to be made at the end of the semester. The exercise itself was to use the team approach in problem solving of an environmental conflict.

When the team disbanded at the end of the semester, the students position was brought to the attention of the U.W. administration and to local news media which co-operated fully. The thesis outlines the lobbying efforts and the conflicts among competitive plans for the area. A few months later the U.W. Campus Planning Committee voted in favor of retaining the marsh.

Whether or not the University Bay Marsh continues to be a haven for wildlife and a source of visual recreation to the University campus and the Madison community is not the most important outcome of the University Bay Marsh issue. The fact that a small group of laymen preservationists were able to work successfully with the "system" lends credence to the hope that environmental conflicts can be solved or resolved without further infringement on the stability, beauty, and integrity of natural and human communities.

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NEWSPAPER ENDORSEMENTS AND MAYORAL-CITY COUNCIL ELECTIONS IN TEXAS: 1960 TO 1971

Jack McCleneghan, M.J.

North Texas State University, 1971

Adviser: Reginald C. Westmoreland

This study assessed the influence of newspaper endorsements on voting behavior in municipal elections of seven Texas cities between 1960 and 1971. Quantitative and content analysis were used.

Ten newspapers were studied over the eleven-year period. The Dallas Morning News, The Dallas Times Herald, The Houston Chroni-

cle, and The Houston Post were selected from the ten to evaluate possible biased or slanted reporting of endorsed candidates. These four papers were investigated by counting the number of column inches given to all mayoral and city council candidates. News stories were checked for a "positive" or "negative" theme about each candidate. The findings of this research can be summarized as follows: 1) Endorsed candidates for city council were the most successful in being elected at 89 percent. 2) Endorsed candidates for mayor were less successful at 82 percent. 3) Almost eight out of nine endorsed city council candidates were elected. 4) 88 percent of all endorsed local candidates were elected. 5) Endorsed non-incumbent candidates won in 76.6 percent of all local elections.

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A STUDY OF THE REACTIONS OF ALBERTA RESIDENTS TO A PROPOSAL FOR A FULL-COLOR RECREATIONAL MAGAZINE FOR ALBERTA, CANADA

Rodney Brian McClung, M.A.

Brigham Young University, 1971

Adviser: Oliver R. Smith

This study was conducted in an effort to determine the feasibility of establishing an outdoor recreational magazine for Alberta, Canada. The feasibility was studied in terms of reader demand, price, frequency, subject content, government subsidy and advertising.

The results of the study showed an extremely high demand for such a magazine. Study results also revealed a preference for government subsidy as well as a preference for few or no advertisements. It was the general conclusion that Alberta would support an outdoor recreational magazine based upon the information resulting from this study.

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THE INFLUENCE OF POSITIONAL STATUS AND THE PUBLIC'S RIGHT TO KNOW ON PUBLIC AND PRIVATE EMPLOYEES' COGNITIONS ABOUT COMMUNICATION

Mark P. McElreath, M.A.

University of Wisconsin, 1972

Adviser: Jack M. McLeod

Four Midwest TV stations with a total of 71 public and private employees participated in this study which sought answers to these questions: When an employee moves up the hierarchy, does his knowledge of the organization increase? Does it make a difference in a person's thoughts about communication whether the organization is public or private? Does the public's right to know affect the public employee's attitude toward information in his organization?

Two waves of data were gathered: first, from TV station managers about organizational matters; and, second, from 50 public and 21 private employees about their positional status within the organization, their morale, their centrality within the formal and informal communication networks, length of employment, and cognitions about communication such as organizational knowledge, attitude toward disseminating information, and perceived access to information.

Findings, which should only be generalized to small organizations similar to the four TV stations studied, include: as an employee moves up the hierarchy, his knowledge of the organization increases; an employee who is in contact with a variety or organizational members perceives greater access to information than those occupying a less central position; new employees know less about organizational matters and per-

ceive less access to information than more seasoned employees; morale is not related to organizational knowledge, but employees with high morale do perceive greater access to information; there may be no difference between high and low status groups concerning attitudes toward disseminating information, given a specific management attitude, but there is an extremely significant difference concerning access to information.

The public's right to know was not found to significantly influence organizational knowledge or perceived access to information; but, the public's right to know did affect employee attitude towards disseminating information. According to the employees of these four TV stations, it does make a difference in a person's thoughts about communication whether the organization is public or private. Probably the most important conclusion to be drawn from this research is that the public's right to know is a useful concept for understanding differences in public and private employee organizational behavior.

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POLITICS AND THE PRESS--THE CAMPAIGNS OF RICHARD NIXON

Lynne Fleming McGee, M.A.

Pennsylvania State University, 1971

Adviser: John M. Harrison

After tracing Nixon's early political career and relationships with the news media, the thesis concentrates on the 1960 presidential campaign, Nixon's fall and rise from 1962 to 1968, and the 1968 presidential election.

Among the conclusions reached by the thesis are these: Nixon and the reporters were in conflict in the early years of his career. Nixon had just cause to distrust and dislike the press corps. During the 1968 presidential campaign Nixon corrected many of the mistakes of the 1960 campaign. While he utilized some of the devices of "new politics" in 1968, they alone did not elect him. It might be said that Nixon learned a great deal more about the changing political process between 1962 and 1968 than did the reporters whose job it was to inform the public of such developments.

The thesis also concludes that the public affairs departments of the television networks failed in 1968 to provide the viewer with sufficient information on which to judge the candidates. Americans tend to think that if they have seen it on television, it is true. Thus television has a special responsibility to present a substantial amount of information about political figures.

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THE BUSINESS PRESS 1970: WHAT IT IS AND WHAT IT DOES

Edward J. Menkhaus, M.A.

Northern Illinois University, 1971

Advisor: Albert Walker

The business press is a little known and little understood segment of journalism. Confusion exists over its definition, but essentially it is a medium that employs journalistic talent to convey information useful to readers in the performance of their occupations. Some business press publications are technical, some are not. There are more than 2,000 publications which fit into this brief definition and it has been estimated that they employ up to 25,000 editorial personnel.

Literature about the business press is

sparse and much of it is misleading. The best sources of information are reports in various periodicals, unpublished copies of speeches by authorities working in the business press, and the people who work on the various publications. All three, as well as books on the subject, were used in the preparation of this thesis.

Questionnaires were mailed to 183 editors of magazines which are members of the American Business Press, the leading association in this field. Usable returns came from eighty-six of the editors. This sampling elicited data about editorial personnel; sources of editorial material; relationship of editorial to such service departments as art, production and circulation; editorial policymaking; and relationship of editors to public relations people and advertisers.

Fewer than 19 percent of the people employed in editorial positions in the business had journalism degrees when they accepted positions on the publications surveyed. The staffs of those publications tend to represent a blending of personnel with strong journalism backgrounds and others with strong backgrounds in the fields the magazines cover; for example, medicine, engineering, law and electronics. The average number of editorial personnel per publication is six.

Most business magazines are part of multi-publication companies and as such share services such as art, production and circulation with other magazines within their companies. A few of them also share the services of branch office reporters, but most branch office reporters covered in this survey work for only one publication.

Business publications lean heavily on outside sources for origination of editorial material. Nearly 23 percent of the publications produce less than 26 percent of their editorial content. Rewritten news or publicity releases account for up to 25 percent of the editorial content for 63 percent of the publications surveyed.

The thesis includes a comprehensive bibliography covering books, newsletters, unpublished manuscripts and specific articles published in periodicals up to 1970.

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ATTRIBUTION AND INFERENCE IN THE INTERPRETATION OF FILMED BEHAVIOR

S. Paul Messaris, M.A.

University of Pennsylvania, 1972

Advisor: Larry Gross

A 2x2 design was used to show that judgments of personality based on the evidence of a simple behavioral item on film are more extreme and more confident when the viewer believes that that filmed behavioral item was produced and presented as a deliberate message to him (in which case the interpretational process is labeled "inference") than when he believes that there was no intent to communicate with him, either in production or presentation (in which case the interpretational process is labeled "attribution").

A brief film of a man picking his nose was shown in one of four contexts: the man was either alone or in the presence of another, and subjects were told either that the film was staged or that it had been taken by a stationary hidden camera, which was not being controlled by a film maker. (Whether alone or in the presence of the other, the nose-picking was the same, since the two films were made at the same time from two

different angles). Subjects were asked to describe the nose-picker both in their own words and through the use of bi-polar adjective scales.

The results confirmed the hypothesis that the subjects' belief that the film was staged would lead them to choose, out of the variety of possible interpretations of the nose-picking, the most stereotypical (rudeness, vulgarity, etc.) with greater frequency and certainty than when they believed that the film was a unintentional record of a "real-life" event.

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Q-ANALYSIS OF OPINIONS OF WADENA, IOWA, RESIDENTS REGARDING THE IMPACT OF THE WADENA ROCK FESTIVAL

William G. Meyer, Jr., M.A.

University of Iowa, 1971

Adviser: William J. Zima

This Q-study was interested in the impact the Wadena Rock Music Festival, which was held July 31-Aug. 2, 1970, and which drew some 30,000 young people from throughout the United States, had on the residents of the town of Wadena a year after the event happened. Wadena is a county seat town in northeast Iowa with a listed population of 237 persons. The rockfest was held on a farm four miles south of the town.

Comments were collected from a wide range of residents and these were given to 43 of them to sort. The 43 persons represented various aspects, groups and segments of the community. The sorts, involving 60 statements, were factor analyzed.

The results yielded three reasonably distinguishable types of respondents. Type 1 tended to be ultra-conservative and highly reactive to the rockfest, with strong opposition to drug use and a dislike for young people who attend rockfests. Interesting was fact that type 1 included many young aspeople. Type 2, which was made up mostly of the farmers in the area, tended to have a pro-rockfest attitude. This type tended to fondly recall some of the young people who attended the event and it also desired to rebuild Wadena's image. The third type also was opposed to the rock festival but appeared to do so on more rational grounds.

In addition to the Q-study a thematic analysis was made of stories, editorials and columns that were carried in five newspapers serving the area in order to determine what the major themes were in the coverage of the festival. This provided an interesting background for the Q-study.

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POLICE-PRESS RELATIONS: A CASE STUDY

John E. Michals, M.A.

University of California, Los Angeles, 1972

Adviser: Walter Wilcox

Relatively little has been done, at least by the press, to determine what police-press relations are like, and how they might be improved.

The thesis is a case study to learn about police-press relations.

To conduct the study, questionnaires were developed and used in personal interviews with 15 policemen and seven police reporters.

Among finds were that police and newsmen often fail to understand or appreciate the

work and problems of the other group.

As typically happens among human beings, when policemen and newsmen came into regular contact with each other, they often formed respect and friendships.

Frequently, however, police and reporters meet under stressful conditions, when fear and suspicion abound. This is especially bad for individuals new to their profession, be they policemen or newsmen.

It is preferable--and practical--that each group train its members in what to expect, and how to react, in situations when police and newsmen must work together.

This is seldom done.

Education by and of both groups must be increased.

Police need to understand that newsmen are not their natural enemies, and can be willing allies.

Police should strive to aid reporters when and as possible.

Reporters must realize police are not in the information business per se, and often have legitimate reasons for withholding information.

Newsmen must be careful what and how they report.

Scrupulously fair and accurate reporting will not make everyone happy, but it leaves little room for legitimate criticism.

Understanding, through education, is the key concept.

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THE NEED FOR A GUARANTEED
RIGHT OF ACCESS
TO THE PRESS THROUGH ADVERTISING

Kent Richards Middleton, M.A.

Michigan State University, 1971

Adviser: John Murray

The First Amendment, which prohibits government interference with the press, was adopted in 1791, a time when newspapers were small and independent. Since that time, courts have interpreted the First Amendment to mean that publishers cannot be forced to print anything. This interpretation has been considered the best safeguard of a free press.

Unlike early newspapers, modern media are frequently owned by large corporations and often are not competitive. It is not unusual for one corporation to publish all of the daily newspapers in a major American city. It has been argued that some points of view, perhaps unpopular but still important to the community, cannot gain access to this press.

Questions arise: do media conglomerates inhibit free speech, and, if so, should the First Amendment be reinterpreted to guarantee that all viewpoints in a community will find a public forum? If access to the media should be guaranteed by the government, how will the important press function of critic be protected from government control?

This thesis argues that there is an access problem in the press; that a guaranteed right of access to the press should be established; and that it can be done without impairing the editorial autonomy so important if the press is to be free to criticize a democratic government. This thesis argues that large, general circulation newspapers offer their advertising pages to the general public on a nondiscriminatory, commercial basis, and should therefore be required to accept all lawful, paid, advertisements proffered to them. A partial solution based on market fairness, then, is proposed for a problem of free speech.

Chapter I documents the nature of the access problem and reviews several proposed rem-

edies--including a guaranteed right of reply, right to editorial space, as well as a right to advertising space--found in recent periodical literature.

Chapter II reviews the major court cases involving newspaper advertising between the turn of the century and 1968. These cases, which are commercial for the most part, provide important legal background for the more recent First Amendment debate. During this period the courts refused to regulate newspapers as "public businesses" and refused to deal squarely with an increasingly prominent issue of abusive monopoly power.

Professor Jerome Barron has analyzed court rulings which have expanded the public's First Amendment rights in broadcasting and in places of public gatherings. Barron uses these cases to argue by analogy for an expanded right of access to the press. His arguments, and judicial responses to them, are presented in Chapter III.

Chapter IV discusses the possibility of a statutory solution to the access problem, a solution which several courts have contended is necessary if newspapers are to be regulated at all. Antitrust statutes are rejected as unworkable, but a statute, requiring newspapers to accept all lawful advertisements, is recommended, providing it is general enough to leave the courts wide latitude in interpretation.

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AN ASSESSMENT OF TELESAT CANADA AND ITS CANADIAN DOMESTIC SATELLITE SYSTEM WITH RESPECT TO CANADA'S NATIONAL OBJECTIVES

Barry M. Milavsky, M.A.

University of Pennsylvania, 1972

Advisor: William H. Melody

This study analyzed the socio-economic relationship between the Canadian Domestic Satellite Communications system and the objectives proposed for that system. The objectives of the system were considered to be (1) development of the North of Canada, (2) spreading of bilingualism and biculturalism throughout Canada, (3) promotion of research and development in the industries allied to space communications, (4) promotion of national unity, (5) securing a parking orbital space above the Equator, and (6) utilization of the economic advantages of the satellite technology. These objectives were examined and found to be potentially consistent with exploitation of the satellite technology.

Telesat Canada, the entity designed to operate the satellite system, was then described and examined in the light of the above objectives. The study shows that the corporation cannot fulfill any but the minor objectives in its current institutional form. The study shows that Telesat's market parameters so severely limit its operations that the satellite technology is virtually controlled by the established common carriers.

Telesat's satellite system was described and analyzed with respect to the objectives. It was found to be wanting in most of the areas the objectives dealt with. This was caused by the financial trade-offs necessary in obtaining funds to launch the system. The system was not Canadian designed, nor Canadian constructed, and it was not controlled by Telesat Canada but by the established common carriers. These carriers are for the most part subsidiaries of U.S. telecommunications firms; therefore, the satellite system is essentially operated under U.S. domination.

The system, it was shown, ought to be operated by a firm that is designed under

the following three criteria, in order of importance: (1) the public interest, (2) the technology, and (3) the established industry. Telesat was designed under these criteria but the criteria were applied in reversed order. To rectify this, the study recommends that the public interest would be better served through technological determinism within a regulated telecommunications industry, and that a crown corporation be established to operate the long distance transmission function in the national telecommunications industry.

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THE USE OF THE MASS MEDIA BY THE DISADVANTAGED ENGAGED IN VOCATIONAL TRAINING

Maureen Miller, M.S.

Iowa State University, 1971

Adviser: J. K. Hvistendahl

For a further understanding of the communication-poverty relationship, this study focused upon the role of the mass media in the lives of the poor (and underemployed) who have been given a chance to move out of their present socio-economic strata.

Data collection was through personal interviews conducted with forty-eight men and women enrollees in the ten vocational areas at the Manpower Development Des Moines Skill Center. Over eighty-one percent of these Iowa interviewees had incomes "below-poverty-level."

Findings indicate that 1. This vocationally trained adult has high media availability but watches television less, listens to the radio more, and reads newspapers more than the poor in other areas of the U.S. 2. His television behavior resembles that of the general population rather than that of the researched poor. 3. He discusses media use freely with friends but claims little influence from them as to his choice of media fare. 4. He prefers television for use and credibility (of a hypothetical news story). 5. Alienation is a definite factor in his life, and he finds relief for this mainly from television, then radio. 6. He notes an increase in his feelings of self-worth since enrolled in vocational training; an increase in his use of the newspaper is likewise apparent. 7. He would be interested in further education if television would offer it.

No media-use comparison was made between the city and small town or rural poor, between the white and minority race student, between vocational areas represented by them or between self-concept and alienation changes at different lengths of training. Concerns such as these (with larger sampling) indicate some extensions of this research which could aid the communicator who wishes to reach the poor.

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TOWARD A MICRO-ANALYSIS OF THE SPATIAL CHANNEL: THE DEVELOPMENT AND APPLICATION OF A MODIFIED PROXEMIC CODING SYSTEM TO QUEUES

Iles Barry Minoff, M.A.

University of Pennsylvania, 1972

Advisor: Ray L. Birdwhistell

This study is concerned primarily with one socio-spatial form, the queue, or waiting line. Three instances of queueing behavior at the Thirtieth Street Railroad Station, Philadelphia, are examined for their communicative qualities by way of a film record.

In large part, this study is descriptive. Description is viewed as a fundamentally theoretical task. A descriptive scheme may be evaluated on three basic criteria: 1) its internal consistency, 2) its correspondence with the described events, and 3) its usefulness to the researcher for critical leverage. The goal of the present study is to meet these criteria in the development of a coding system for static and moving space.

After sketching the research tradition (structural and ethnographic) of which this study is a part, previous studies of the spatial channel are discussed. Several strategies for coding social space are then evaluated according to the established criteria. The discussion of these topics provides a backdrop for the description of the coding strategy utilized in this study. This coding system is based on the assumptions that 1) any given space exists in a laminated space-time, 2) communication is a multi-channel process, and 3) communication behavior should be examined in situ.

Problems in the filming of queue behavior are noted and adjustments made to difficulties in the coding of the film record are discussed.

Several sequences are then analyzed in a preliminary fashion. Tentative units (e.g. the stall, recruitment, service stop, the cross-through, and territorial violation) are examined for their communicative properties. Line of flow and the influence of channel markers are viewed as central to the study of the socio-spatial channel.

PORTRAIT OF A WEEKLY NEWSPAPERMAN

James Douglas Mitchell, M.S.
East Texas State University, 1971
Advisor: W. J. Bell

This study examines the journalistic career of U. O. (Clemo) Clements.

Much of the information was obtained in a lengthy tape-recorded interview with Clements, followed with a second interview for additional information and clarification. His wife was interviewed and supplementary information was obtained from interviews with friends and relatives.

During his years in high school and college, he participated extensively in sports and worked on the staffs of student publications. After graduating from Austin College in 1935, he became head coach at Paris Junior College. In the Army while on Biak Island off the north shore of New Guinea, he started a newspaper, The Coral Reef Beef, for area troops. Through his school years, while coaching, and in the service, his interest in journalism grew--particularly his interest in weekly newspapers. He took a job at The Gilmer Mirror in 1946 as advertising manager, a job he held until 1951, when he became editor of The Panola Watchman. He bought stock in the Watchman whenever he could and finally secured full ownership. In 1961 he bought The Lewisville Leader. He bought The Lewisville Enterprise and merged it with the Leader in 1962. He published The Lewisville Leader until he sold it in March, 1971, and retired.

Clements entered journalism as a result of an ever-increasing interest in writing.

His experiences with writing on the staffs of various school publications focused his interest into a personal form of journalism represented by the weekly newspaper. His career was highlighted by ownership of The Panola Watchman and climaxed by his ownership of The Lewisville Leader.

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JOURNALISM EXPERIENCE AS A PREREQUISITE TO PUBLIC RELATIONS WORK--AN OPINION SURVEY OF A SAMPLE OF THE PUBLIC RELATIONS SOCIETY OF AMERICA

Craig Kiyoshi Miyamoto, M.A.

University of Southern California, 1972

Advisor: Jack Searles

The survey studied responses of Public Relations Society of America (PRSA) members to questions aimed at determining whether or not practical professional journalism experience still remains a prerequisite to a successful career in public relations. Among the questions it attempted to answer were: (1) Has time and growth of the profession changed the traditional "stepping stone" concept of working on a newspaper before entering public relations? (2) Has integration of the management function caused changes, if any, in the way public relations practitioners recruit their employees?

A total of 1,292 questionnaires were sent to approximately one-fourth of the PRSA members listed in the 1968 Public Relations Register, with an 80.2 per cent response (1,036 returns) being recorded prior to the cutoff date.

Tabulations showed the profession has evolved since the early 1900's, and is continuing to evolve. Professional journalism experience, though still desirable, no longer is the "key" to a successful public relations career.

Today, fewer members have had professional journalism experience when compared to practitioners in the past. Members who have had little or no professional experience place a lower value on its necessity. A sound understanding of management principles and decision-making is necessary for advancement in modern public relations. A growing preference for a business education and business experience is indicated, and given a choice, most members name the newspaper as the best medium for professional experience (business-related fields are the prime alternate).

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MR. G. RICHARD SHAFTO: INFLUENCES ON AND CONTRIBUTIONS TO THE BROADCASTING INDUSTRY IN SOUTH CAROLINA

Ramanlal Mangaldas Modi, M.A.

University of South Carolina, 1971

Advisor: Richard M. Uray

This thesis is an attempt to study the broadcasting career of Mr. G. Richard Shafto with its specific relation to the broadcasting industry in South Carolina. Mr. Shafto is a career broadcaster and has been associated with this industry in South Carolina since 1932. An attempt has been made to study the growth of the broadcasting industry in South Carolina so that Mr. Shafto's role in such developments can properly be understood.

Various records studied during the research work reveal that the broadcasting industry in South Carolina began in the late 1920s. Due to financial difficulties at that

time, the ownership of the radio stations in South Carolina changed very quickly.

Mr. Shafto came to supervise the installation of a new transmitter which he had sold to the owner of WIS radio station in Columbia.

Mr. Shafto was requested to manage the station by its owner, Mr. Francis Hipp, in 1932. Mr. Shafto assumed the responsibility of WIS Radio in June, 1932.

Ever since, Mr. Shafto has been managing broadcasting affairs in South Carolina in one or another respect. Mr. Shafto's administrative policies resulted in the financial health of the station he was managing. It can be said that Mr. Shafto's administrative policies proved to be beneficial to the broadcasters in South Carolina.

An account of the growth of WIS Radio and WIS-TV is also presented in this thesis to ascertain Mr. Shafto's administrative and engineering abilities.

Mr. Shafto also participated in the broadcasting activities at the national level. He was given the responsibilities of many national trade organizations such as the National Association of Broadcasters, and its many committees. Mr. Shafto was the founder-president of the South Carolina Broadcasters Association. He also helped create the Broadcast Music, Inc., and the Broadcast Pioneer Fund. Mr. Shafto was selected as the only delegate of the United States to the UNESCO Radio Conference in Paris, France, 1949.

EFFECT OF THE EXCITATORY POTENTIAL AND HEDONIC TONE OF A COMMUNICATION ON INTENSITY OF DECODED SADNESS AND EMPATHY WITH TRAGIC EVENTS IN A SUBSEQUENT COMMUNICATION

Bella Mody, M.A.

University of Pennsylvania, 1971

Adviser: Dolf Zillmann

This study tested the application of excitation-transfer theory in the decoding of emotion-evoking communications. Based on the analysis of latency and decay gradients, excitation-transfer theory extended the two-factor theory of emotional state, proposing that emotional states may be facilitated by residual excitation from potentially unrelated preceding stimulation. For the decoding of chunked segments of a composite message, it was expected that dependent responses to particular segments, when immediately following emotion-evoking segments, would be intensified. It was predicted that antecedent high-excitation messages would cause decoding of more intense emotion in response to a subsequently presented negative hedonic message than antecedent low-excitation messages would, irrespective of the hedonic tone of the antecedent. Additionally, it was expected that a cognitive set towards maintenance of the antecedent hedonic state might be at work. It was hypothesized that either of two hedonic mechanisms could be functioning alone or simultaneously with the excitation-transfer mechanism.

A 2 X 2 independent measure design was used. High and low-excitation levels (a) and positive and negative hedonic levels (b) of the antecedent message were manipulated by screening four appropriate film segments,

pretested to fit the required antecedent conditions. Each of these antecedent films was: screened before a different group of 25 subjects followed by a negative hedonic film associated with sadness, constant to all four conditions. Rating scales measuring the intensity of decoded sadness in response to the subsequent film and empathy with protagonists were employed as dependent variables.

Sadness ratings showed excitation-transfer and a cognitive-set towards maintenance of the antecedent hedonic state to be working simultaneously. Both mechanisms produced significant effects without interacting in any way.

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INFORMAL CENSORSHIP OF THE PRESS IN VIETNAM BY THE U. S. MILITARY

Charles Benton Moore, M.A.
Texas Tech University, 1972
Adviser: Alexis S. Tan

The primary purpose of this study was to analyze informal censorship of the press by the military in Vietnam. The survey allowed both newsmen and military information officers to express their opinions on this and related topics.

Data collected for the survey came from questionnaires completed by 48 newsmen and 80 military information officers, all of whom had served or were serving in Vietnam.

Briefly, the survey findings were:

1. A large majority (89 percent) of newsmen and more than one-third of the military information officers (35 percent) said the military exercised informal censorship over the press. Most newsmen reported, however, that informal censorship did not impair or only slightly impaired them in accomplishing their mission. The most common types of censorship reported by both groups were denial of transportation, sources refusing to talk and withholding legitimate information.

2. MACV ground rules proved to be more of a hindrance to the military, who had to enforce them, than to newsmen, who had to abide by them. The most common complaint by both respondents was that ground rules could be interpreted in such a manner so as to deny newsmen legitimate information.

3. Most newsmen (64.2 percent) believed the military used security classifications as a means to withhold otherwise legitimate or public news; most information officers (69.3 percent) disagreed. The most common reason given by newsmen for the military withholding information on security grounds was to hide military or politically embarrassing information. Information officers denied this on the grounds that security classifications are used primarily to protect U.S. lives and to deny vital information to the enemy.

4. A large majority (67.9 percent) of information officers admitted giving preferential treatment to certain newsmen although not necessarily because these newsmen favored U.S. policies in Vietnam. The most frequent reasons given for preferential treatment were that it was "human nature" to do so and because favored newsmen were fair, objective and friendly.

5. The best news source for newsmen in Vietnam was other newsmen not in the same organization. Overall, the information officer was rated below other newsmen, U.S. soldiers and background briefings as a news source.

6. Information officers rated wire services, newspapers and news magazines general-

ly high on accuracy and objectivity and low on sensationalism. Television was rated low on accuracy and objectivity and high on sationalism.

7. Formal military censorship did not exist in Vietnam, according to respondents.

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THE ROLE OF NEGRO CHARACTERS IN SELECTED MAGAZINE FICTION, 1950-1970

Mary White Moore, M.A.

University of Florida, 1971

Adviser: John V. Webb

The study examines all fiction selections containing speaking black characters published in Good Housekeeping, Ladies Home Journal, and McCall's from 1950-1970.

Content analysis is used to determine various changes in sex, age, social standing, occupation, personal goals, and role importance of black characters over the twenty-year period. Interaction and relationships between black and white characters in each story are also examined to detect general trends.

Following a qualitative description of the stories under consideration, changes which have occurred in the presentation of black characters in women's magazine fiction are discussed and possible explanations for these changes are suggested by the author. Changes in Negro characters were found to follow the general changes in role and lifestyle of American Negroes in our society today.

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AN EVALUATION OF EMPLOYEE ATTITUDES TOWARD EQUAL EMPLOYMENT OPPORTUNITY PROGRAMS AT THE ALUMINUM COMPANY OF AMERICA'S POINT COMFORT (TEXAS) OPERATIONS

Phillip Wade Morton, M.A.

University of Texas, 1972

Adviser: DeWitt C. Reddick

Thesis was an attempt to apply communication research techniques of random sampling and attitude measurement in a public relations-oriented investigation of the employee public's attitude toward equal employment opportunity programs and practices at one Alcoa plant location. Employee attitudes toward the company, toward their peers and toward community related activities, all in the equal employment realm, were measured. The concluding chapter noted general support for equal employment activities.

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A DETERMINATION OF EDUCATIONAL PROGRAM NEEDS TO BE MET BY CATV FACILITIES FOR A SELECT AREA OF GAINESVILLE

Sallie Louise Mossman, M.A.

University of Florida, 1971

Adviser: Kenneth A. Christiansen

This study explored certain educational needs which exist in Gainesville, Florida, and sought to determine if these needs could be met with additional cable television channels.

A survey questionnaire was constructed to examine these educational needs, the educational motivation of respondents, and the

desirability of education by television. It was administered to 110 subjects in a selected area of Gainesville by four interviewers. This area was chosen because social and economic conditions there indicated a need for additional education and because it was representative of other such areas in the community.

Almost three-fourths of the respondents were interested in obtaining education by television. While there was little interest in vocational training or high school equivalency programs, a high interest was noted in basic education including reading, math, and history, and such special interest courses as music or crafts.

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THE ROLE OF THE CAMPUS NEWSPAPER AT FOUR-YEAR MICHIGAN UNIVERSITIES AND COLLEGES

Katherine M. Murphy, M.A.

Central Michigan University, 1972

Advisor: Gilbert O. Maienknecht

This study of the role of the campus newspaper at four-year Michigan universities and colleges involved (1) the relationship of university and college control over student newspaper publications and (2) the opinions of student editors, faculty and administration publication advisers, and student body representatives in regard to the influence exerted by student newspapers on the community these newspapers serve, (3) as well as the reactions of those being served.

Questionnaires were sent to campus editors, faculty advisors of campus news publications, and presidents of Student senates. The questions asked involved the influence of the college newspaper on the students as a whole, the administration, and the alumni; administration control of the student newspaper; campus disorders instigated by the radical or conservative elements of the students; amount of journalism training through the college curriculum; interpretation of press freedom; amount of college financial support of the newspaper; and reason for student newspaper problems if any.

Metropolitan newspaper reports and national periodical reports dealing with campus newspaper problems in Michigan as well as other states and their attempted solutions were incorporated in the study to provide a general picture of campus newspaper activities as compared to the specific Michigan campus newspaper situations.

The Michigan Department of Education lists 44 Michigan colleges and universities. Twenty-nine received questionnaires; 22 responded. From these questionnaires it was learned there are five Michigan colleges with accredited journalism departments; journalism studies in other college English departments; no journalism studies in several colleges. The majority of Michigan college newspapers feel there is no administration censorship; approximately half are exposed to underground newspapers; about one-third have a noticeable campus influence; student apathy is the biggest problem facing college newspapers.

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MASS MEDIA USE PATTERNS AND ATTITUDE TOWARD THE STRIKE AMONG UAW WORKERS: A STUDY OF UAW LOCAL 602 MEMBERS AFTER THE 1970 GM STRIKE

Charles Joseph Namit, M.A.

Michigan State University, 1972

Adviser: V. M. Mishra

The study investigated Lansing's UAW members' media use patterns, their perception of media credibility, their attitudes toward the strike, and the predictors of media use.

A stratified random sample of UAW workers was drawn from the membership of UAW Local 602. Interviews conducted with 204 respondents resulted in a completion rate of 75 percent. Forty-two percent of the respondents had completed 11 years or less of formal schooling while 58 percent had completed 12 years or more of formal schooling. Ninety per cent of the respondents were members of at least one social group.

Media use among respondents was high as expected. Ninety-six percent of the respondents read newspapers daily. Three-fifths of the respondents read magazines. Ninety-eight percent of the respondents watched television with some degree of frequency while 96 percent listened to radio. Eighty-three percent of the respondents reported other people as sources of strike news.

With regard to media credibility, 41 percent of the respondents trusted UAW leaders while 29 percent perceived the local labor newspaper as credible. Only 19 percent of the respondents trusted television. Newspaper and radio each were perceived trustworthy by five percent of the respondents.

The hypothesized relationship between education and media use held only for newspapers and magazines. Group membership was a predictor only of radio listening.

Questions raised hold promise for additional data analyses. Specifically, the hypothesized relationships between media use and labor's attitudes toward the strike are being tested.

AN INVESTIGATION OF SOME FACTORS INVOLVED IN EMPATHY RESPONSE TO FILMED COMMUNICATIONS: ATTRIBUTIONS OF MALE AND FEMALE VIEWERS TO MALE AND FEMALE ACTORS IN A SOCIAL INTERACTION SITUATION

John G. Narvel, M.A.

The University of Pennsylvania, 1971

Advisor: Larry Gross

Attribution theory, first expounded by Fritz Heider, was used in this study to infer empathy response to a series of four films shown to high school and college students. The films were constructed so as to vary the role of a male and a female character. The male would be seen as either protagonist and initiator, or as the protagonist with the female being the initiator. The protagonist was the person seen first and most often in the film and the initiator was the person who initiated contact and "took the lead" in all actions in an interaction situation.

It was expected that the protagonist would be the character for whom viewers would most readily display role-taking responses, or empathy.

A questionnaire was devised consisting of six open-ended questions where subjects were asked to describe the film and their feelings about the characters, and to project a next scene for the movie they had seen, and to indicate changes they would make in the characters if they themselves were actors in the film. The questionnaire also contained two bipolar-adjective scales for subject ratings of the actors' characteristics.

The results from the scales indicated that the subjects knew most about the initiating character. Results of the open-ended questions showed, however, that explanations

of activity were largely based on the protagonist's role.

There were indications that goal-orientation is assumed for viewed behavior and that empathy response may be affected by subject's sharing of the assumed goal.

Female Ss made more statements about both characters than did males, and they exhibited a greater capacity for role-taking overall than did male Ss.

The results of the study indicated that although relative knowledge about an observed person will depend upon that person's role behavior, the fact that the film is assumed by viewers to be concerned with the actions of the protagonist will apparently tend to lead the viewer to more readily experience empathy with that character.

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PREDICTING INTERPERSONAL COMMUNICATION GENERATED BY A MASS COMMUNICATION EVENT

Orlando Lugo Nasser, M.S.

Iowa State University, 1971

Advisor: J. Paul Yarbrough

The thesis reviewed several conceptualizations about the role of interpersonal communication in mass mediated events and related specific findings to these general concepts.

The following hypotheses were generated: 1) the likelihood that interpersonal communication will be generated by a mass communication event varies with the event's news value, the adequacy of the mass media system to report the event, and the potential importance of the event to the actors involved; 2) in interpersonal communication regarding mass mediated events, conversation partners will be limited almost exclusively to the actor's established primary groups; 3) among the primary groupings, conversations will occur most frequently in those groups most directly affected by the message; 4) the individual is likely to have heard the news event through another source before talking to others about it; 5) a person's engaging in in interpersonal communication will be a function of his disposition toward the issue and his immediate personal and social needs; 6) the consequence of engaging in interpersonal communication about a topic will be to make a person respond more favorably to the total communication event except when he takes a negative stand in which case his attention to the total event will be higher, but his acceptance of the event lower.

The findings were based upon secondary analysis of data from a study measuring the impact of the Home Fallout Protection Survey in Des Moines, undertaken by Iowa State sociologists. From this data, several measures of interpersonal communication were developed.

All six hypotheses were supported by the data.

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POPULAR SONG LYRICS AND ATTITUDE CHANGE: AN EXPERIMENTAL APPROACH

Linda Lou Nigro, M.A.

Univeristy of Georgia, 1972

Advisor: Jeff Clark

This work explored the effect of exposure to a song with a persuasive message about the ill-treatment of the American Indian. It was supposed that this exposure would cause a positive shift in attitude toward the Indian.

One-hundred-one S's were drawn in a random fashion from all students attending a major southern university. These were divided into two groups. Half were exposed to a control stimulus ("The Universal Soldier," sung by Buffy Sainte-Marie, which carries no message about the Indian); and half were exposed to the experimental stimulus ("My Country 'Tis of Thy People You're Dying," also sung by Buffy Sainte-Marie, which does carry an Indian oriented message). The data collected from these groups in a pretest-posttest situation were analyzed in several simple one-way ANOVAS.

The results of these tests showed that exposure to the experimental stimulus did cause a shift in attitudes to a position more favorable to the target group; while exposure to the control stimulus caused no appreciable change to occur.

Thus, the initial hypothesis of the ability of song lyrics about the Indian to alter attitudes toward the Indian was shown to be true.

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MEASUREMENT OF NEWSPAPER IMAGERY

Mary Nirmaier, M.A.
University of Missouri, 1971
Advisor: William Stephenson

This is an imagery study of two daily newspapers in a small town of about 40,000 population.

The image of one newspaper indicated the paper was community-oriented, involved with problems of the town and its citizens, while the other was one of "news" in the more depersonalized sense.

Findings in this study suggested that perhaps the first newspaper should continue in its present format, and the second should adopt a "family newspaper" stance.

The study was unique in that it used Q-methodology in the measurement of the images, rather than being a descriptive study, or using questionnaires, projective tests, semantic differentials, or depth interviews alone.

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AN ANNOTATED BIBLIOGRAPHY OF RELIGIOUS JOURNALISM

H. Wilbert Norton, Jr., M.A.
Indiana University, 1971
Adviser: G. Cleveland Wilhoit

This bibliographic research annotates, classifies, and indexes 803 articles and books about religious journalism from 1930 to 1967. Objectives of the study were these: to gain a broad perspective about trends in religion as they apply to and influence religious journalism; to describe the literature and editorial positions of the major religious publications; and to compile an extensive bibliography. Religious journalism is defined as the attempt by religious organizations to report, write, publish and/or broadcast news, information, entertainment, and/or in-depth reports for the promotion of religion. A detailed explanation about using the bibliography accompanies the work.

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DO DIFFERENT PHYSICAL APPEARANCES ON TELEVISION ELICIT VARIED RESPONSES FROM VIEWERS SOLELY ON THE BASIS OF PHYSICAL APPEARANCE?

Thomas Carter Norton, M.S.

University of Illinois - 1972

Adviser: Robert L. Ince

American society today is extremely appearance conscious. This appearance consciousness leads Americans to often times confuse norms of behavior with verbal statements of belief. As an example, people who appear long-haired and generally unkempt are commonly seen as being politically liberal and as being against long held American traditions. This is contrasted to the man whose hair is close-cropped and dresses in a full suit. More times than not, he is seen as being politically conservative and a defender of the status quo. Both of these people are judged strictly on how they appear, not on what they actually believe or feel.

The author wondered if television, with its proven mass appeal might not be an establisher or reinforcer of many of the widely accepted American stereotypes which are based mainly in appearance consciousness and evaluation. However, before television could be directly attributed with this effect, it had to be shown that people respond differently to different images appearing on a television screen.

Little materia' exists in this area. The author therefore designed his own test. A male graduate student was chosen to read the Gettysburg Address before three different groups of people. He appeared differently before each one of these groups. Shirts, hair lengths, etc. were altered radically for each speech. Each group saw only one performance. Each group was then asked what the speaker's educational, economic, and political background was. They were also asked to make an overall determination of what their general attitude towards the speaker was. Their analyses in all cases were based only on the speaker's appearance.

Findings showed that each speaker was seen as having different characteristics even though, in reality, all the speakers were the same person.

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A HISTORY OF THE PHOTOJOURNALISM DEPARTMENT OF THE DESERET NEWS 1948 to 1970

Richard Jensen Nye, M.A.

Brigham Young University, 1972

Advisor: Raymond Beckham

The photojournalism department of the Deseret News is presently one of the most highly organized and productive departments within the newspaper itself. Major changes in staffing and management of the photo lab have been made since 1948, resulting in a more efficient department. Deseret News staff photographers are skilled in their profession and are proud to be a part of the newspaper staff.

The Deseret News has a colorful history, from its beginning in 1850 with all the trials that accompany a growing newspaper up to and including the establishment of the Newspaper Agency Corporation in 1952. It is a progressive newspaper, always striving to improve its product.

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A STUDY OF PRESS LAW IN HIGH SCHOOL JOURNALISM

Duane A. Obermier, M.S.

Kansas State University, 1971

Adviser: Everette E. Dennis

This study was designed to analyze the teaching of press law in the high school situation and the influence press law has on the content of high school publications (yearbooks and newspapers).

A mailed questionnaire sent to 300 high school publications advisers was used to gather information for the study. The completed questionnaires were mailed back by 168 (56 percent) of the 300 advisers.

The thesis concerns the following eight areas: (1) The extent to which high school publications advisers have been educated in press law; (2) The amount of press law instruction offered to high school students; (3) Instances of litigation being brought against high school publications; (4) Out-of-court settlements involving high school publications; (5) Threats of litigation against high school publications; (6) Decisions not to print items because of concern for legality; (7) Printers refusing to publish items because of concern for legality; and (8) Procedure used by high school publications advisers when the legality of an item submitted for publication is questioned.

In presenting the findings, the 168 respondents were divided into five school enrollment classifications with 31 in the 0-500 classification, 47 in the 501-1000 classification, 27 in the 1001-1500 classification, 34 in the 1501-2000 classification, and 29 in the over 2000 classification.

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COMMUNICATION IN A COLLEGE CLASSROOM AS INTERPRETED BY ITS MEMBERS

Karin Becker Ohrn, M.A.

Indiana University, 1972

Adviser: James L. Hoyt

In this communications study, a method of comparing students' and teacher's accounts of lessons was applied to a college journalism course. Each lesson was videotaped for an in-class record. Before-and-after-class interviews with the teacher and parallel interviews with five students gave their accounts of the lesson material. Also, small groups of students were given the same interview.

The time spent on material in class did not directly influence how members interpreted lessons during the interviews. The teacher tended to discuss material he had presented, de-emphasizing when students had been involved. The students tended to mention their in-class activities, de-emphasizing the teacher's lecture topics.

The teacher's interview descriptions of lesson topics tended to be longer than the students' accounts, and often drew on related material. Students interviewed in groups tended to give fuller accounts than individual students. Students in both interview situations gave evaluations of the lesson and course--information not directly asked for in the interview questions.

Differences between in-and out-of-class interpretations of lesson material and the inclusion of evaluative information in the students' interviews indicate that members' accounts were influenced by their roles as teacher or student, their participation in the lesson, and their background knowledge

of in-class versus interview settings.

In addition to its implications for classroom communication, this study indicates that members elect modes of conversation appropriate to different settings according to their background knowledge and their interpretation of the immediate situation. This implies that research setting may influence accounts obtained from subjects.

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SPECIAL PROMOTIONAL EVENTS IN PUBLIC RELATIONS: A STUDY OF THE COLUMBUS TOUCHDOWN CLUB

Robert Terrence Olbrysh, M.A.

Ohio State University, 1971

Adviser: Walter W. Seifert

Early each year, the Columbus Touchdown Club honors athletes from all sports at an awards dinner. More than 500 of the foremost athletes and coaches have been honored at this dinner since it began in 1956.

This thesis is a case study of the Columbus Touchdown Club All-Sports Awards Dinner. It attempts to provide a guide for the public relations practitioner who has the assignment of planning and executing such a special event, awards-type ceremony.

The study outlines the dinner by considering its history, organization, financial foundation, philosophy, publicity program, problems, and unique characteristics.

Attention is also given to the role Sam Nicola, one of the dinner's founders, has played in this special event. Nicola is primarily responsible for building the national reputation which the dinner enjoys.

Several unique promotional tools used by Nicola are also discussed. While these techniques depart from normal procedure, they have proven highly successful.

While most practitioners will never have to organize and execute an event of this magnitude, the promotional techniques used in the dinner provide excellent examples for handling special events assignments.

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THE IMPACT OF TELEVISION EXPOSURE ON PERU'S SOCIO-ECONOMIC DEVELOPMENT

Alejandro Koffmann O'Reilly, M.A.

University of Wisconsin, 1972

Adviser: John T. McNelly

The literature of mass communications and development examines the many positive roles that the mass media can play in modernization. Evidence of the high concentration of mass media ownership in Latin America, as well as increasing arguments describing the ownership as gatekeepers uninterested in promoting social change, raise questions as to whether the mass media are fostering development in the region. This thesis tested hypotheses consistent with this view and are different from the hypotheses habitually postulated on studies of media exposure and modernization in that they predict a negative relationship between the two factors.

Television--the fastest growing Latin American medium--was chosen to investigate its impact on development-oriented attitudes among the male heads of households in the capital of Peru, Lima, and its port of Callao. The hypotheses were tested by secondary analysis of data collected under the direction of Dr. John T. McNelly during January and February of 1969. The multi-stage stratified probability sampling survey yielded 632 interviews. The exclusion of the respondents without exposure to television--28.8 percent

--reduced the sample size of this study to 448 subjects.

The results showed the respondents' high scores on the nine selected development-oriented variables. Although the distribution of the data did not clearly support the predicted linear negative relationship conceptualized in the hypotheses, suggestions toward that tendency appeared consistently. A familiar pattern throughout the study indicated that the highest levels on the development-oriented variables were associated with the group of minimal television exposure; subsequently the level dropped among the middle-range television viewers, and recovered its original level with the group of maximal television exposure. It is suspected that this recovery is a spurious result rather than a result of protracted exposure to Peruvian television programming.

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OLDHAM PAISLEY:
A COMMUNITY EDITOR AND HIS NEWSPAPERS,
THE MARION DAILY REPUBLICAN
AND MARION WEEKLY LEADER: 1915-1970

Margaret N. O'Shea, M.S.

Southern Illinois University, 1972

Adviser: Jim A. Hart

This study traces the story of Oldham Paisley and his association with the Marion (Illinois) newspapers during the period indicated.

Mr. Paisley's newspapers were published during some turbulent times in Williamson County. Gang wars and major labor disturbances at coal mines in the area were among the events Mr. Paisley reported in his papers. As a reporter of these events, Mr. Paisley was drawn into some unique associations with participants, and was thus able to gather information from both sides of the disputes.

As Mr. Paisley neared retirement, he sold his papers to a newspaper group, thus ending many years of individual ownership.

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THE DEVELOPMENT OF TELEVISION
IN MEXICO

Mario L. Pacheco, M.A.

University of Pennsylvania, 1972

Advisor: Charles F. Hoban

The study discussed and described the main economic, technological, political, social, and educational factors involved in the development of television in Mexico.

The first chapter, "Early Broadcasting", included radio's experimental and commercial development before television came to the nation, the experimental stage of television, and the conditions which made possible its inception. Chapter Two, "The Growth of Commercial Television in Mexico", analyzed and described the development of commercial TV stations and networks, the TV audience, and TV programming. A comparison of the growth of television and radio was made to clarify the actual development of TV in Mexico. Chapter Three, "Legal Aspects of Television Broadcasting in Mexico", discussed Mexico's broadcasting regulations. Chapter Four, "Educational Television in Mexico", dealt with the educational uses of radio and the instructional campaigns on both radio and television.

The study indicated that radio was a well established medium in both urban and rural areas when radio and newspaper men started experimental television, first, dur-

ing the late 1930's and in the 1940's, and commercial TV stations and networks in the early 1950's.

Television has remained concentrated in the cities. In the late 1950's and during the 1960's, TV grew considerably through the nation. New TV stations and networks, longer schedules of commercial programming, and an always increasing number of TV sets sold in the market contributed to this.

The Constitution of Mexico guarantees freedom of communication and prohibits governmental censorship. However, this is contradicted by existing legislative requirements that make mandatory an overall broadcast operation that has to act according to the interests of the main political party, which has had control of the nation since 1929.

The Mexican Government has used both broadcast media in several instructional campaigns to spread its ideology but also to raise the level of education of the masses. In contrast, the radio and TV industries, and most private enterprises, have shown their only concern in maximizing profit and their lack of interest in promoting educational TV stations.

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ST. LUKE:
JOURNALIST OF THE FIRST CENTURY CHURCH

Roger Curtis Palms, M.A.
Michigan State University, 1972
Adviser: V. M. Mishra

For nearly 2,000 years, biblical scholars, exegetes and churchmen have been examining the Acts of the Apostles as either a theological or historical treatise. This study shows that Luke, the author of Acts, was not simply a recorder of historical events, nor just a theological interpreter of events. In every sense of the word he was a journalist influenced by the resurrected Jesus, impressed by the continued ministry of the gospel through the young church, but, like any journalist, alert to report this news that was happening among his associates as the gospel began to spread from a small nucleus of Jewish believers in Jerusalem until it encompassed most of the Roman world.

The study (1) investigated and normatively assessed the reportorial role of Luke the apostle, (2) analyzed the influences that shaped his thinking and writing, and (3) examined the interaction between the religious, linguistic, cultural, political, economic, geographical and social factors, and the processes through which he collated material for the Acts of the Apostles.

Specifically, the study made a critical analysis of books, monographs, lectures, and theses written on the Acts and on Luke as an apostle. This was done by establishing the influential framework of Luke's world to see how he functioned as a reporter in the midst of the events he interpreted, and by researching the published and unpublished works pertaining to those events. By examining the Acts journalistically, many questions about the influence of culture, attitudes of different social groups, and religious opposition to the Christians were put into perspective.

Within the last decade there has come a new interest in the writing of Luke and an appreciation of his journalistic competency in reporting the development of the early church. As modern church renewal through the

study of Acts begins to affect more and more people it will be largely due to the contemporary value of Luke's first century interpretive reporting.

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A CONTENT ANALYSIS OF COVERAGE OF PROPOSITION 18 IN SEVEN CALIFORNIA DAILY NEWSPAPERS

William R. Parks, M.S.

California State University
San Jose, 1972

Adviser: Dwight Bentel

Article 26 of California's constitution provides that all money raised from gasoline taxes shall be spent on highways. Proposition 18 on the November, 1970 ballot would have allowed some of that money to be spent on smog research and mass transit.

California's "highway lobby," made up of business interests which profit from highway construction and use, mounted an extensive advertising campaign to convince voters that approval of Proposition 18 at the polls would raise their taxes. Backers of the measure said it wouldn't raise taxes.

Opponents of the measure spent around $333,000, while proponents spent $22,000. Proposition 18 was defeated at the polls, 3,121,611 to 2,648,287.

This thesis consists of a content analysis of newspaper coverage of Proposition 18 in seven California daily newspapers plus interviews with politicians, environmentalists and newsmen covering the campaign.

A major finding of the thesis is that the seven dailies carried relatively little on the question of whether Proposition 18 would raise taxes. At a time when the highway lobby's billboards, TV spots and newspaper ads were shouting, "More Taxes? NO No. 18," the seven papers carried a total of 96 paragraphs spread over three months. The voter thus received scant "objective" information on a vital issue from the seven papers.

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ASCERTAINMENT OF COMMUNITY NEEDS AND PROBLEMS FOR KWOS RADIO

Lloyd H. Patton, Jr., M.A.

University of Missouri, 1971

Advisor: Keith P. Sanders

Since the Communications Act of 1934, broadcast licensees have been required to serve the "public interest, convenience, and necessity." Licensees are required to ascertain the needs and problems of the communities they serve. They must make this determination when they apply for their original license and every three years thereafter when they apply for a renewal. In the past license renewal has been largely a matter of routine and many broadcasters have not taken the community survey requirement too seriously. The result has been that too often broadcasters have not been responsive to the real needs and problems of a community because they have not been aware of them. However, the rash of "strike applications" in the late 1960's caused broadcasters to become increasingly concerned with adherence to license renewal requirements. Licensees turned for guidance to the F.C.C., which responded by publishing a "Primer" designed to answer many of the broadcaster's questions on the community survey. While the Primer specified that the

survey was to be conducted by a scientifically valid method it did not outline the procedure by which this was to be accomplished.

The purpose of this study was twofold: (1) to ascertain community needs and problems for KWOX Radio, Jefferson City, Missouri, in a manner consistent with F.C.C. guidelines; (2) to attempt to develop a standardized methodology that could be used by broadcasters in ascertaining the needs and problems of their communities.

The study involved an attitude survey of adults living in a twenty-five county area that constitutes the coverage area of KWOS. The method selected for the survey was the mail questionnaire, designed after extensive depth interviews with both community leaders and randomly selected citizens.

The findings indicate that small communities (less than 50,000) share basically the same needs and problems and that in future studies the same valid results could be obtained without the necessity of sampling the entire geographic area served by a licensee. For example, a cluster sampling method could be used. The F.C.C. proposed to alter survey requirements during the course of this study and although it has yet to actually make changes, it does not seem practical to sophisticate a standardized procedure until such time as the F.C.C. finalizes these new requirements.

A CONTENT ANALYSIS OF THE EDITORIAL PAGE OF THE BIBLICAL RECORDER 1960-1970

Donald Nels Paulson, M.A.

University of Georgia, 1971

Advisor: Jeff Clark

This study is a content analysis of 1,055 editorials written by J. Marse Grant, editor of the Biblical Recorder, the official newspaper of the North Carolina Baptist State Convention, during the years, 1960-1970.

Major questions considered in the study were: (1) What subjects dominated Grant's editorial writing? (2) What were Grant's editorial positions toward the policies, programs, and institutions of the Southern Baptist Convention and the North Carolina Baptist State Convention? (3) What did Grant's editorials reveal about his attitude toward Baptist clergymen? (4) How did Grant distribute his editorial attention to social and religious issues?

Each editorial was analyzed and assigned to one of forty subject categories by a system of classification devised for this study. The major conclusions of the study were: (1) Editorials in nine subject categories dominated Grant's editorial writing during the period of this study. (2) Grant's editorials supported the policies, programs, and institutions of his denomination. (3) Grant's editorials reveal his favorable attitude toward Southern Baptist clergymen. (4) The sale, control, and use of alcoholic beverages received more editorial attention from Grant than any other social issue. (5) Grant advocated racial justice, opposed prejudice, and editorially supported efforts to improve interracial relationships.

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VALUE DIFFERENCES AMONG ISRAELI STUDENTS IN PHILADELPHIA

Elhanan Peleg, M.A.

University of Pennsylvania, 1971

Advisors: Larry Gross
Charles F. Hoban

This research studied the relationship between the value structure of Israeli students in Philadelphia, as measured by the Rokeach scale of values, and several social variables.

Two general hypotheses were formulated: (1) The values of a) Israeli students who have been in the U.S. longer and b) Israeli students who have had more contact with Americans will be closer to the values of American students, in contrast to the values of those who have arrived more recently and to those who have had less contact with Americans. (2) Differences in value structure will be associated with a) the certainty of a student's return to Israel, b) the number of contacts he has with Israel and Israelis, and c) the strength of his background in Israeli culture. Those who are not sure about their return to Israel, and those who have few contacts with Israel and Israelis and those who lack a strong background in Israeli culture, will have value structures which are closer to those of American students.

69 Israeli students responded to a questionnaire and ranked the Rokeach value-scales. The rankings of 23 American students served as a control group.

Israeli students emphasized social-oriented values - "family security", "national security" and "a world at peace". Americans ranked individual-oriented values - "self-respect" and "inner harmony" - higher than the Israelis.

The two hypotheses were largely substantiated. Length of stay, intent to return to Israel, age, spouse's nationality, membership in youth movements, and religiousness were all significant predictors of differences in the value structures of the Israeli students and some of them were predictors of the differences between the value structures of subgroups of Israeli students and the American control group. Meaningful interrelationship were also found among the independent variables used.

Values such as "family security" and "national security" are consistently ranked high by all Israeli students.

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A SECONDARY ANALYSIS OF THE INDIANA DAILY STUDENT CONTINUING STUDY, 1967 - 1969

James Christopher Perry, M.A.

Indiana University, 1972

Adviser: G. Cleveland Wilhoit

Factor analysis of three sample surveys is used in an attempt to isolate determinates of opinion and readership of the Indiana University, Bloomington, campus newspaper. The surveys used a structured questionnaire and probability sampling and were conducted face-to-face by public opinion students during December 1967 (N=291), 1968 (N=291), 1969 (N=206).

Sex was the best predictor of reader opinion. Female students were much more likely to express general satisfaction with The Indiana Daily Student. Women also used the campus paper more than males as their primary source of news. Females were more likely than men to evaluate favorably the

paper's editorials, news coverage, and editorial policy.

Upperclassmen were more likely than underclassmen to trust the accuracy of the paper's headlines and to see the paper as altruistic. They were more skeptical of the newspaper's vigilance for questionable advertising claims than were the underclassmen. Basically, however, there was little difference in the information seeking and opinion behavior toward the newspaper in upperclassmen and underclassmen.

Accuracy and completeness of hard news coverage appeared to be more important than editorial stance, advertising credibility, and entertainment in contributing to general satisfaction with the campus newspaper.

Read by an average of sixty percent of the respondents, the students saw the newspaper as usually fair and representative of most of the University community, and felt it was free of undue controls or censorship by the institution. Respondents said they wanted more national and international news than the paper presented. Most respondents were usually confident that the editorials were thoroughly researched, but they were reluctant to take the paper's advice on voting during a student body election.

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THE MAKING OF THE GOVERNOR 1970

Allen William Phillips, M.A.
Michigan State University, 1971
Adviser: W. Cameron Meyers

The Michigan gubernatorial election of 1970 was analyzed in terms of the complex relationships between the candidates--Governor William G. Milliken and State Senator Sander Levin--and the news media. The study considered these major questions: (1) To what extent might an incumbent use his public office to further his tenure? (2) What competition factors exist in gubernatorial press conferences, broadcast versus print media reporters? (3) Does publicity given public opinion poll results introduce a distracting or helpful factor in political contests?

Private interviews were a major resource for the study. Much of this information, mostly unpublished, indicates that Levin was closer to victory than generally conceded. Although Milliken won by a narrow margin, principals involved in the campaign suggest Levin would not have lost had he been able to communicate his views more effectively on Milliken's management of state fiscal affairs.

Content analysis of gubernatorial press conferences indicates that Milliken is generally successful in controlling the flow of discussion, not entirely by design. The conduct of such press conferences has changed enormously, with broadcast media reporters now asking 65 percent of the questions. The appearance of these newsmen, many new to government reporting, combined with technical considerations print reporters do not face, has resulted in an apparent decline in sustained, penetrating discussion of public issues at press conferences.

During what seemed to many newsmen a lackluster campaign, the publication of opinion polls generated comment, but apparently of a superficial nature. To some it appeared the polling data, while accurate, suffered in interpretation.

The study disclosed that the two candidates for governor were surprisingly evenly matched in terms of opinion poll standing and

campaign expenditures. The data suggests that critical differences may have developed from an incumbent's ability to command attention because of the office he holds. The data also indicates that in a contest where spending on television advertising is approximately equal, the balance may be tipped by turning abruptly to another advertising channel. In this case, Milliken apparently achieved success from a well-timed newspaper Sunday supplement promoting his candidacy.

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THE DEVELOPMENT OF ADVERTISING IN PUERTO RICO

Armando Jorge Piedra, M.A.

University of Florida, 1972

Adviser: Leonard J. Hooper

Until the writing of this work, there had been no written compilation of the most important facts about the development of advertising in Puerto Rico.

Both primary and secondary research methods were used to gather data. The primary method used was personal and telephone interviews with persons who were familiar with the different topics touched upon in each section. Secondary research was done by consulting books, articles, letters, and unpublished material about the different subjects.

The work will serve as a guide for persons who are unacquainted with the different aspects of Puerto Rican advertising and for students wishing to enter the advertising field locally, but who have no knowledge of the professional environment nor of the different areas of specialization that are open to them.

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PROPOSED PUBLIC RELATIONS GUIDELINES FOR CHULALONGKORN UNIVERSITY

Chareeya Pinthanon, M.A.

Brigham Young University, 1971

Adviser: Owen S. Rich

The purpose of this study is to establish a proposed public relations program for Chulalongkorn University (Bangkok, Thailand), since this university operates only from the narrow scope of an information service. This program may be applied to other universities, business corporations or government agencies as well.

The study, taking into consideration the native culture, the administrative system, the budget, and the public relations problems of the university, is based on current sources of information of public relations practice at universities in the United States.

There are four main steps in the public relations program proposed in this study. They are: research, planning, communication and evaluation. All of these are equally important.

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THE PROGRESSIVE FARMER, 1886-1903

William D. Poe, Jr., M.A.

University of South Carolina, 1971

Adviser: Perry J. Ashley

The Progressive Farmer was first published in Winston, North Carolina, on February 10, 1886, by Leonidas LaFayette Polk as a statewide weekly paper devoted to agriculture and

its problems. The paper was later transferred to Raleigh and continued publication there on April 13, 1887.

At first Polk determinely fought through his paper for a general improvement in rural life by the formation of farmers' clubs, a separate agricultural and mechanical college, and the reorganization of the state department of agriculture. Once these goals were established he then turned the Progressive Farmer's attention to improving the farmer's economic and political influence.

Under Polk's editorship the Progressive Farmer reached a peak circulation of 25,000, which was by far the largest of any paper in North Carolina at the time and one of the largest in the South.

J. L. Ramsey succeeded Polk as editor, serving until June, 1899. Ramsey was an ardent Populist and involved the Progressive Farmer in partisan politics more so than Polk. He also lacked both the personality and writing ability of Polk so the publication slowly lost advertising and circulation under his leadership, going to only 5,000 subscribers when he left.

Clarence Poe joined the Progressive Farmer as an assistant editor in 1897 at the age of sixteen, taking over as editor in 1899. He gradually formulated his ideas on the proper role the Progressive Farmer should play in order to best benefit the farmers and itself. In the process he took the paper out of politics and returned it to the family farm paper that Polk had originally intended it to be.

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DAILY NEWSPAPER COMPETITION: AN ALTERNATIVE MODEL?

Richard T. Prosser, M.S.

California State University
San Jose, 1970

Advisers: Dr. Dennis Brown
Dr. Dwight Bentel

As daily newspaper competition has declined, scholarly attention has focused on charting the grim statistics and examining the deaths of individual newspapers. The American Newspaper Publishers Association, and most independent economists, have concluded that daily newspaper competition is viable only when a large market is divided fairly equally between two large newspapers. Historically, another theory of newspaper economics, frequently associated with E. W. Scripps, holds that economically operated newspapers can be successful with a modest proportion of the circulation and advertising market.

A systematic analysis of contemporary newspaper competition was necessary to determine whether this latter approach had any contemporary applicability. Because advertising revenue figures for individual newspapers are not available, it was necessary to derive them from other data. Revenue estimates were computed by multiplying a typical advertising rate times the total advertising lineage. Using this data, a statistical profile was prepared of the competitive situation in every major American city.

The city by city analysis helped define some of the characteristics of competitive newspapers. It demonstrated that a significant number of competitive newspapers survive with less than 20% of their market's news-

paper advertising revenue. These newspapers seem to defy the commonly accepted model of newspaper competition. These dailies survive through economical operation, concentrated circulation, greater reliance on circulation income and a distinct editorial personality. They seem to demonstrate that the Scripps approach to newspaper economics is applicable today.

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TEACHING TELEVISION TO JUNIOR HIGH SCHOOL STUDENTS: A CRITICAL APPROACH

Sophia H. Quirk, M.A.

University of Pennsylvania, 1971

Adviser: Robert L. Shayon

This thesis describes some of the issues and problems which arise in teaching television. It discusses both the methodology which teachers should use, and the content of courses. The topics are covered theoretically, and with specific examples from an experimental course which I taught to a seventh grade class for two semesters.

As a result of studying the literature on educational theory, and on teaching television, and as a result of the data collected during the two semesters of teaching I reached the following conclusions on methodolgy. Contrary to the traditional expectations of teachers no television teacher can assume that his students have fewer ideas about the medium then he does. Therefore, instead of forming attitudes, teachers will frequently have to change pre-existing attitudes, or make the students aware that they hold these attitudes. In the thesis I discuss techniques for accomplishing these new objectives.

I describe the information which should be covered by a course, both in general terms and in a syllabus designed for a two year course for seventh and eighth grade students. In the general description I divide the television system into four main areas, all of which overlap to a certain extent, but which embrace all facets of the system. I also explain those analytical techniques which I feel are essential to the understanding of the medium. The syllabus is discussed chronologically. I explain the topics which I would cover, and the reasons for covering them.

Although most of the data for the thesis came from teaching at a Junior High School level I also try and relate my ideas to teaching both younger and older students. The main difference which I perceive would be in the content of the course. Methodologically all ages are probably similar, because children are already "experts" about television before they even enter school.

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A STUDY TO DETERMINE THE FEASIBILITY OF USING A MASTER-PLAN FOR INTER-INSTITUTIONAL COORDINATION OF EDUCATIONAL TELEVISION IN UTAH'S SYSTEM OF HIGHER EDUCATION

James Murray Rawson, Jr., M.A.

Brigham Young University, 1971

Advisor: J. Morris Richards

The purpose of this study was to determine the feasibility of using a "master-plan" for inter-institutional coordination of educational television in Utah's system of higher education. The study surveyed all fifty states to determine the organization, operation and coordination of ETV in higher education. Twenty-five states had coordinating agencies. Ten of these involved higher educa-

tion. Nine states had guidelines, systems design, or a "master-plan" for guiding ETV development. Nine prominent ETV educators and administrators in Utah were surveyed as to the weaknesses of ETV in higher education and asked whether there was a need for a "master-plan" for ETV coordination in Utah. A check against four criteria to weigh the feasibility of using a "master-plan" for coordinating ETV in Utah's system of higher education proved all four criteria to be acceptable. The evidence indicated it was feasible to use a "master-plan" for interinstitutional coordination of educational television in Utah's system of higher education.

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THE EFFECT OF CUTTING RATES IN FILMS ON TIME ESTIMATIONS

Wilfried Eberhard Reinke, M.A.

University of Pennsylvania, 1971

Advisors: Larry Gross & Dolf Zillmann

The effect of cutting rates in films on time estimations is seen to be based on information processing. Various cutting rates are proposed to contribute to various degrees of redundancy in a film. Since the speed of information processing is mainly a function of redundancy, highly redundant messages will be processed faster than less redundant ones. The immediate experience of time is seen to be determined by the relation between the time necessary for information processing and the duration of the stimulus input itself.

Two main effects were found in the results. One is an "order-effect" that has been discovered in previous research, the other is a 'contrast-effect'. The "order-effect" results in an overestimation of the duration of the first film to be viewed, relative to the second film. This finding is interpreted in terms of the "storage-size" approach, in a way that more information of the first film will be stored in the long-term memory than of the second film due to redundancy. The 'contrast-effect' has been interpreted in terms of the 'information-processing' approach in suggesting that, if two films different in redundancy are coupled, the degree of redundancy in the first film will effect the 'apparent' redundancy in the second film increasingly or decreasingly according to the actual degrees of redundancy and the order in which they are coupled.

The combination of both effects resulted in findings that suggested the proposal of two different mechanisms in time judgments in order to be accounted for. Whether one or the other or both mechanisms will be applied, is determined by the particular measurement.

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WILFRED BURCHETT -- JOURNALIST WITH A CAUSE

Kathleen C. Rethlake, M.A.

University of Southern California, 1971

Adviser: T. E. Kruglak

The study examines the extent, nature and effect of Wilfred Burchett's political views on his journalistic career and journalism. The paper details Burchett's activities as a newsman and information liaison between East and West and explores the journalistic agent charges made against him. It traces the evolvement of this Australian journal-

ist's politics to his present independent socialist position.

Further, the study compares and relates Burchett's journalistic philosophy to the four major theories of the press -- libertarianism, authoritarianism, social responsibility theory and Soviet-Communist theory. A six-month content analysis of Burchett's reporting in the Guardian is also done. Vietnam is his central subject in this period.

Based on these analyses, it is found that Burchett's journalism has followed his politics to his current newspaper outlet, the radical Guardian. His experiences in Asia during World War II, in Germany and Eastern Europe in the post-war period, and later in Korea and Vietnam, all contributed to his hardening attitude towards the West. Despite his leftist political stance however, he retained his contacts and friendships with Western newsmen; and he has been actively sought out as a source of information about communist policies and actions. Less easily ascertained was Burchett's role as an alleged agent for the communist world. Although legitimately-based doubts have been expressed as to the nature of Burchett's connections with some communist parties, he strongly refutes them.

Burchett's journalistic philosophy is found to be between those of the social responsibility and Soviet-Communist theories of the press. He emphasizes the importance of both a responsible and a free press in any society.

The content analysis reveals Burchett's writing to be often slanted and as much anti-Western as pro-communist. Selective presentation is an important facet of his journalism, but it is skillfully done and factually based.

PUBLICATION OF JUVENILE OFFENDERS' NAMES IN CALIFORNIA NEWSPAPERS

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San Jose, 1972

Advisers: Dwight Bentel
LaMar S. Mackay

Wide-spread interest in the effects publication of young law breakers' names might have upon their subsequent behavior was aroused in the 1950's when juvenile crime rates were rising and the late J. Edgar Hoover and Montana Judge Lester H. Loble drew national attention by advocating publicity as an effective deterrent. At that time most editors did not print names. This practice was influenced by juvenile court philosophy and procedures, which have placed emphasis on rehabilitative, rather than punitive, treatment for youngsters, required closed hearings, and discouraged release of identification.

This thesis discusses court processes as they relate to juvenile name publication and presents opinions of judges, social service workers, law enforcement officials, and publishers and editors on the topic. Particular attention is placed upon California practices. Current policies were surveyed and are compared with those of newspapers polled in a 1960 nationwide study by the State University of Iowa. Effects of a 1971 California Supreme Court opinion, which virtually closed all sources for juvenile identification, also are summarized.

It is concluded that California publishers' and editors' policies today are more diverse than they were ten years ago, when most reported restrictive guidelines. A prime reason for this may be that less than a fourth believe that publicity is a deterrent.

None indicated that setting policy is an easy matter: Much "soul-searching" is involved, and "subjective judgments" often are needed in applying a "rule of fairness."

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IOWA STATE UNIVERSITY COOPERATIVE EXTENSION INFORMATION SERVICE AND ITS INTERNAL CLIENTS: A ROLE STUDY

Hernan Rincon, M.S.

Iowa State University, 1971

Adviser: J. Paul Yarbrough

This thesis was a part of a larger study which examines the way the Iowa State University Cooperative Extension Information Service is performing its functions. Milton Coughenour's model of levels of specificity of technology in systems of practitioners, communicators and innovators was used as a conceptual framework. Charles Loomis's taxcnomy of social systems basic elements and master processes was the basis for a dynamic framework from which independent variables were conceptualized. Role performance of departmental editors in the Information Service, as rated by extension subject matter specialists, was the dependent variable.

It was hypothesized that the way a departmental editor performs his role is a function of the way he perceives the elements and processes of Cooperative Extension as a social system. It was further predicted that the departmental editor's role performance is not only a function of the way he perceives the system, but also of the degree of consensus between his perception of the system and the perception of the same system held by other actors in the system.

Both hypotheses were partially supported. The findings indicate that, according to subject matter specialists, departmental editors' role performance is adequate to very adequate. A profile of a high role performer includes the following: he rejects the agricultural goals of Cooperative Extension as being important, accepts the necessity of conforming to norms and believes in the efficacy of social change to obtain betterment for mankind. The high role performer rejects the notion that he is likely to be sanctioned by extension administrators or by the nuclear work group (contrary to hypothesis). However, he feels he is likely to be sanctioned by people outside the system and perceives that he would perform more adequately if sanctions were increased. The high role performer tends to perceive of himself as a helper to the specialist (as opposed to asserting an independent professional role), and he is satisfied with his job.

In general, there was lack of consensus on the elements and processes of the system, among editors, among subject matter specialists, between editors and specialists and within pairs of an editor and a specialist who work together frequently.

When consensus variables were added to the main independent variables in a multiple regression model with role performance as dependent variable, the multiple R square increased from 0.23 to 0.35.

Both the Loomis and the Coughenour models were useful in facilitating the observation of the system under study. But Loomis's framework, as modified in this thesis, was not effective in predicting role performance.

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SOURCE LABEL INFLUENCE ON EDITORIAL CARTOON INTERPRETATION

E. Burch Roberts, M.A.

University of Georgia, 1971

Advisor: Emery L. Sasser

The study examined source labels, (i.e. "The Chicago Tribune is a conservative newspaper".) to determine their influence on reader interpretation of editorial cartoons. Questions considered: (1) Does reader interpretation of editorial cartoons when the source is unlabeled, change when the source is labeled? (2) Is a reader of editorial cartoons preconditioned prior to actually viewing a cartoon when the source is labeled? (3) If cartoon readers are preconditioned by source labels, what are the effects of this conditioning upon cartoon interpretation?

Methodology was a comparison of the choice of legends selected for liberal cartoons with labeled and unlabeled sources.

Analysis by chi square of the results revealed a selection of liberal and conservative legends for cartoons with unlabeled sources significant at the .01 level for all test groups. Choice of legends for the cartoons with labeled sources were nonsignificant at the .10 and .50 levels respectively for the liberal and conservative test groups.

Conclusions based on these findings were: (1) Source labels do influence reader interpretation of editorial cartoons. (2) The influence is personal rather than general in nature, due to the multiplicity of connotations the terms liberal and conservative possess for readers. (3) The degree of source label influence on reader interpretation of cartoons is determined by individual reaction to each label. The strength of the reaction being dependent on factors like age, sex, education level and environmental background of each reader.

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AN ORGANIZATIONAL AND ECONOMIC CASE STUDY OF THE DETROIT NEWS

Walker Roberts, M.A.

Michigan State University, 1972

Adviser: W. Cameron Meyers

In 1873, James Scripps launched the Evening News in Detroit and, until his death, he fought to maintain its independence from the Scripps newspaper chain operated by other members of the Scripps family. The Evening News, now the Detroit News, stands today an independent economic and journalistic Gibralter--a monument to James Scripps, and the family which followed him, as the evening newspaper with the largest daily circulation in the nation.

This newspaper is considered in a ten chapter case study. Each chapter analyzes an aspect of the organization or tries to put its activities in a perspective useful to a reader. The organization of the newsroom operations are considered in detail with special attention to the key city desk operations and the recent (March 1971) move to the Metro zoning concept. Nine principles or guideposts of newsroom management are selected and illustrated by examples of their application at the News.

Outside the newsroom, the News gets a summary organizational analysis. One of the major contributions to understanding the remainder of the News results from the discus-

sion of responses to a questionnaire designed to elicit information necessary to apply the demand curve concept of classical economics to the News. Demand curves are drawn for classified and display advertising and for circulation.

A chapter is devoted to the plans of the News to construct a $35 million satellite plant about twenty miles from its downtown editorial offices. The plans leave the News little alternative but become one of the first major metropolitan newspapers in the nation to commit itself to cathode ray tube writing, editing, and layout.

The description of the Detroit News is buttressed by a brief history, a review of circulation trends, demographics of the Detroit market, a content analysis comparing the News and the morning Detroit Free Press, a review of the News activities in advertising and research, and an explanation of the nationally recognized "Secret Witness" program.

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STRIKE-ON COLD TYPESETTING AND THE CAMPUS NEWSPAPER

John Stephen Robinson, M.A.

East Texas State University, 1972

Advisor: W. J. Bell

The purpose of this study was to learn what is available in cold typesetting which could serve a college. Most of this study has dealt with strike-on cold typesetting methods. Phototypesetting methods and layout of material after it has been set by a cold typesetting method are discussed.

Much of the research had to be primary. College newspaper advisers, editors, salesmen of cold typesetting devices, printers, and manufacturers of cold typesetting devices were personally interviewed. Company publications and brochures were scrutinized.

The investigator queried 515 colleges and universities listed as printing student newspapers by offset lithography. The questionnaire asked two specific questions: "How do you set your body copy (brand), and how do you set your headlines (brand)?" One hundred eighty schools responded. Of the responding schools, 25 percent reported having newspaper body copy set by phototypesetting; 16 percent, hot metal; 11 percent, Friden Justowriter; 35 percent, IBM Selectric Composer or IBM Magnetic Tape/Selectric Composer (MT/SC); and 13 percent were too indefinite to categorize.

The most frequently reported device for setting headlines was the VariTyper Headliner with 30 percent, Compugraphic 15.6 percent, metal type 17.9 percent, and 33.5 percent covered a wide range of devices, such as PhotoTypositor, Morisawa, and Frieden Photo Display. A number of typesetting devices are marketed today which produce quality copy at a competitive cost. Each has advantages and disadvantages. The needs of each college must be carefully weighed and an objective appraisal made before a final selection can properly be made.

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CHARACTERISTICS OF SUBSCRIBERS AND NON-SUBSCRIBERS TO THE EUGENE REGISTER-GUARD: A COMPARATIVE ANALYSIS

Richard L. Roby, M.S.

University of Oregon, 1971

Adviser: James B. Lemert

Many studies show what people who are

already readers want in their newspapers, but there has been much less research concerning that untapped element--the newspaper non-subscriber. The purpose of this study was to compare the characteristics of the newspaper subscriber with the non-subscriber.

The circulation department of the Eugene Register-Guard supplied us with lists of subscribers and non-subscribers to the newspaper. Then random samples were drawn from each group in the Eugene-Springfield metropolitan area and interviewed by a professional telephone interviewer.

Non-subscribers were more likely to be blue collar workers, and to have a lower annual family income than subscribers. Non-subscribers were older and had completed fewer years of formal education than subscribers.

When sociability characteristics were measured, subscribers tended to be more active in their communities, i.e., they belonged to more business and professional organizations, than did the non-subscribers. Non-subscribers belonged to more social and fraternal groups. Subscribers were more active in the groups to which they belonged than were the non-subscribers. Subscribers were more likely to invite friends into their homes than were non-subscribers. Subscribers tended more frequently to be members of "mainstream protestant churches" while non-subscribers more often belonged to Fundamentalist denominations.

There was no support for the prediction that subscribers had lived at their present addresses longer than non-subscribers.

The results were interpreted as generally confirming much of the previous research into what differentiates non-subscribers and subscribers. The differences obtained seemed to reflect differences in social class and life style.

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STEREOTYPES OF LATIN AMERICA
IN TWO U. S. NEWSPAPERS

Jose Egidio Rodriguez, M.S.

Iowa State University, 1971

Adviser: James W. Schwartz

This study was an attempt to analyze the stereotyping of Latin America in the New York Times and the Des Moines Register.

Three major hypotheses were proposed: G.H.1 Newspapers tend to ignore Latin America, G.H.2 The type of content, when a communicative message is present is predominantly negacive, and G.H.3 To the extent that Latin America is covered, it is covered in stereotyped terms.

The research technique chosen was content analysis. The context unit was the subject matter category and the recording unit was the theme.

The material studied was editorial content of the Register and the Times, excluding their magazines.

The issues analyzed were drawn at random. The period chosen covered from 1946 to 1970. Nine years were sampled and twelve issues were studied in each year.

To analyze the messages relating to Latin America, a three-step procedure was used. First, the subject matter category and the theme of each message were recorded. The next step was to compare the recorded themes with the concept of stereotype proposed as a means of determining which themes contained stereotypes. The last step consisted of relating the data to the hypotheses.

The concept of stereotype used was: Sterotypes are relatively permanent, generalized and simplified images that the culture assigns to other and our own people, religion race, country, occupation or culture.

The three G.H. were supported. The Times dedicated .56% of its total space to Latin American materials and the Register .38%; there were more negative categories and themes than positive ones, and the papers were considered as having a high moderate stereotype content.

Further research is needed regarding the concept of stereotypes, and particularly the relationship between national and ethnic stereotypes.

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TEACHING ENDORSEMENT IN JOURNALISM: A SURVEY OF TENNESSEE HIGH SCHOOL NEWSPAPER ADVISERS

Richard Allen Rollins, M.S.

University of Tennessee, 1971

Adviser: Kelly Leiter

The purposes of this study were (1) to compare Tennessee with other states on the question of journalism endorsement for secondary teachers, (2) to present a cross-section of Tennessee high school newspapers and journalism programs, and (3) to present reactions of Tennessee advisers to the question of journalism endorsement by the State Department of Education.

Primary data were obtained through questionnaires. Information concerning journalism endorsement also was gathered from education officials in other states through a mailed questionnaire.

Tennessee was found to be one of 11 states surveyed that does not offer an endorsement in journalism. Advisers in 31 percent of the high schools surveyed said that they would take additional courses if the State Department instituted a journalism endorsement; 51 percent said they would be interested in teaching journalism if it were offered. Only 13 of the 140 sampled received extra pay for their extra duties.

Five recommendations were made by the author to strengthen the journalism program in the state.

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PUBLIC BROADCASTING: AN INSTITUTIONAL ANALYSIS OF THE NATIONAL-LEVEL ORGANIZATIONS

Willard Daniel Rowland, Jr., M.A.

University of Pennsylvania, 1971

Adviser: George Gerbner

The study traced the history of noncommercial broadcasting in order to analyze the structure and component interaction of the public broadcasting institution, particularly since the Public Broadcasting Act of 1967. The analysis employed two complementary schemes which are useful in the study of mass media systems. One (Gerbner, 1969) provides a list of power roles with which to define the pressures on mass communicators. The other (DeFleur, 1966) offers a framework through which to view the systematic interrelationship of the elements of individual mass media.

Of particular interest was the nature of the distribution of power among the national-level agencies. The study sought to determine how well defined are the roles of these vari-

ous organizations, where the chief sources of pressure lie, and what patterns of tension have shaped the institution.

It was found that, although prior to 1967 there were a number of groups involved in the administration of noncommercial broadcasting affairs (NET, JCET, NAEB, etc.), the Ford Foundation, as the major source of funds, was the single most powerful organization in the institution.

After 1967, however, when the Federal government created the Corporation for Public Broadcasting to channel both public and private funds into the system, a redistribution of power took place. As the greatest financial force in the movement the CPB has made a number of changes in the national-level structure. But the power roles have not been completely reallocated. There are large areas of duplication, and the struggle for authority has led to a marked instability in the system.

While Ford is withdrawing, it still retains at least as much say in programming grants as the CPB. While largely a grant making agency, the CPB has become deeply involved in research, planning, and station development work. The new public television network, the Public Broadcasting Service, has been given responsibilities which have led it to seek more voice in affairs which were previously prerogatives of Ford and/or the CPB. And, because of its failure to provide a source of independent financing for the Corporation, the Federal government threatens to wield much more than regulatory power over the public broadcasting institution.

AN ANALYSIS OF NETWORK TELEVISION NEWS: CONTENT VS. PERCEIVED REALITY

Marcia B. Sachar, M.A.

University of Pennsylvania, 1972

Advisor: Klaus H. Krippendorff

An attempt was made to isolate and measure some of the ways in which television influences the events it covers. Although credibility studies have shown that viewers prefer television news because they attribute to television news the advantages of "recency" and "immediacy," this study attempted to assess the validity of these attributions.

A sample of 15 half hours of weekday evening network newscasts and smaller samples of television dramas and talk shows were analyzed. The content of these programs was analyzed along eight dimensions dealing with the preparation, role/professionalism and behavior of the participants, the source material and style of its presentation, production techniques, spontaneity of the action, and the time between the occurrence and/or coverage of an event and its broadcast. In addition, college freshmen were asked to rate these programs on reality/contrivance scales which sought the same information as did the content analysis, but were more impressionistically than analytically oriented. Also, the viewers were asked about news media credibility in general.

The results underscored the immediacy vs. sense of immediacy issue. Although the content analysis indicated little action coverage of "spontaneous events," the audiences found television news recent, immediate and powerful because for them, "seeing is believing."

Despite their confidence in television news, however, they did not consistently rate television news as the most real of the three program types, as did the content analysis. Their lack of differentiation between news incidents pointed to the operation of memory factors--that vivid impressions of actual content were soon replaced by stereotyped impressions of television news in general.

The negative correlation between certain content and audience variables indicated that the subjects confused reality with a dramatic sense of reality--that which tried hardest to appear real/spontaneous/natural was perceived as being real/spontaneous/natural.

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TURKISH POLITICS IN THE NEW YORK TIMES: A COMPARATIVE CONTENT ANALYSIS

Haluk Sahin, M.A.

Indiana University, 1972

Adviser: G. Cleveland Wilhoit

This study uses evaluative assertion analysis to examine whether the New York Times' reporting of Turkish political news is affected by changes in Turkish-American relations. Two four-year periods from the recent past, representing characteristically different trends in Turkish-American relations, were chosen for comparative content analysis. The first period, 1951-1954, is known as the peak of Turkish-American political intimacy; the second period, 1965-1968, is a time of increasing discord between the two countries.

Based on the principle of congruity, it is hypothesized that selected Turkish political concepts would receive significantly less favorable evaluative encoding in the anti-American second period than in the pro-American first period. This expectation is suggested in previous research indicating that the New York Times tends to report foreign events in terms of American interests and ideals.

The evaluative dimension was found to vary in density as well as intensity. More than half of the news items in the samples contained no evaluative assertions about the selected attitude objects. Analysis of the final evaluative scores for the attitude objects about the Turkish political system from the first to the second period, and the difference was statistically significant.

The findings lend additional support to the conclusion that the New York Times presents foreign affairs in terms of American ideals and interests. They also suggest the presence of an evaluative dimension in the reporting of foreign political news in the New York Times as in most other types of encoding processes.

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AN ELECTRONICALLY ANALYZED COLOR CLASSIFICATION SYSTEM OF SELECTED WATER-SOLUBLE PAINTS FOR USE IN PREPARING COLOR COMPATIBLE TELEVISION GRAPHICS

Jacqueline Ann Sams, M.A.

University of Florida, 1972

Advisor: Ron Whittaker

This study was designed to aid the television artist with the complex problem of color compatibility in television graphics. Following background study into the problem area, an electronically analyzed color classification system was devised as a practical solution to the problem.

More than 400 color samples were prepared from water-soluble paints and placed be-

fore an E.M.I. Plumbicon-type color camera for analysis. Analysis consisted of matching the colors to two electronic standards, a Tektronix color-bar waveform and a 10-step television gray scale. Sixty colors were isolated for the final classification system based on their acceptable reproduction in black and white and in color.

It was found that 30 of the 60 colors in the system were suitable for use by television artists according to the standards set forth in the study. As an incidental outcome of the research, several other findings pertaining to television color reproduction were discovered which suggested a need for further study into this relatively unresearched area.

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SHELDON F. SACKETT:
FLAMBOYANT OREGON JOURNALIST

Joseph R. Sand, M.S.

University of Oregon, 1971

Adviser: Roy P. Nelson

Sheldon F. Sackett (1902-68) was an Oregon newspaper editor and publisher who started his newspaper career as a Republican but, from 1936 on, his Coos Bay World consistently supported the Democratic national candidates editorially, a minority position among newspaper publishers and newspapers.

Sackett was considered both a communications genius and a flamboyant eccentric. Sackett's major editorials included his endorsements of national candidates, his urging the unionization of bank clerks and a lengthy thesis on establishing a major employee-owned newspaper.

The thesis takes Sackett through his early life, into his most active period of newspapering--the Presidential years of Franklin D. Roosevelt and Harry S. Truman--and then into the period when he leaves Coos Bay, becomes an absentee publisher and makes several attempts to establish a major metropolitan newspaper on the West Coast.

Throughout his adult life, Sackett suffered from periodic cycles where he would be overactive and pursue his ideas and business ventures to a point of near emotional and financial bankruptcy. These activities would be followed by the cycles of mental depression.

He was a man with high ideals, convictions and the ambition to try new things. As a newspaper editor in Coos Bay, he wrote clear, emotional and colorful editorials. He adhered to his support of the Democratic Party to the point of being almost arbitrary. Most of his credit for genius in communications came from his business dealings, not his writing, and much of his importance as a journalist was diluted by his flamboyant, eccentric acts.

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A CONTENT ANALYSIS MEASURING TRENDS OF STORIES ON MANAGEMENT FUNCTIONS IN RELATION TO EMPLOYEE FUNCTIONS IN COMPANY PUBLICATIONS

Donald Carl Sanders, M.A.

Texas Tech University, 1972

Adviser: Alexis S. Tan

In addition to a content analysis of selected company publications, the present study also measured "perceived freedom" of editors of those publications in determining content.

Results show that, over a five-year period, in general, there was an increased trend, towards the use of stories on employee functions, particularly human interest and

hobby stories. Product stories dominated the management function in the publications.

Also, it appears that the more freedom an editor perceived he had in determining content, the more stories he used on employee functions.

Editors said that their interpretations of publication objectives were similar to those purposes stated by management, but added a few of their own, such as: to inform, to teach, to entertain, and to publicize what the corporation is doing for "national and international interests."

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STATE CONSERVATION MAGAZINES
1964 AND 1969

Donna Hurd Sanders, M.S.

University of Wisconsin, 1971

Adviser: John Ross

Conservation magazines published by state fish and game departments (or their equivalents) are an important part of the environmental literature. In 1969 they reached an estimated audience of 10,502,531 or approximately 5.0 percent of the population of the United States.

Editors of all 45 such magazines published in both 1964 and 1969 were surveyed, with a 91 percent return rate. In addition, a content analysis was made of all available issues for 1964 and 1969.

These conservation magazines are a highly diversified group. They vary from 8 to 68 pages, black and white to full four-color, free to charging a $3.00 per year subscription fee, and have press runs from 2,500 to 203,000.

These magazines consistently grew in two critical areas--budget and press run. Staff size, issues per year, pages per issue, size (dimensions) and color showed little change. Those that did change generally increased.

Content categories of by-lined feature stories showed very little change in emphasis between 1964 and 1969. The largest increase in any category was 2.4 percent (natural history) and the largest decrease was 2.9 percent (fish).

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IMPLICATIONS OF TELEVISION
SOCIALIZATION OF PRE-ADOLESCENTS
FOR THE ELEMENTARY CLASSROOM

Carole Holmes Scherer, M.S.

University of Illinois - 1972

Adviser: Patrick Welch

The incidental influences of television on the pre-adolescent whose use of television has increased in the last decade have been greatly ignored. Television studies reflect more concern with behavioral effects of television. Researchers recognize the potential and possible effects of incidental learning in pre-adolescent socialization, but few have studied this phenomenon to any satisfaction. No long range studies have been undertaken. It is not unrealistic to relate the expanding influence of television and the crises being faced in education.

This study produces evidence to show why elementary classroom teachers must redefine their roles from the traditional teaching of facts and concepts to assisting pre-adolescents in the development of critical thinking skills and value clarifying experiences.

An examination of factors of cognitive

inabilities of the pre-adolescent are compared with an examination of characteristics unique to television which clarifies the effect of television as an agent in incidental socialization. Some of these factors are one-way communication, use of television as a vicarious experience, and patterns in television programming such as one-dimensional heroes, oversimplification of role models and showing end goals without means. This data shows how television can increase anomie and delay healthy growth in the pre-adolescent.

Implications for the classroom teacher are presented with suggestions for actions as a response to this television socialization. Some of the considerations are confluent education, a three-tiered curriculum and dual audio television. Specific resources are listed as a reference for the concerned teacher of pre-adolescents.

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CAN MAN CREATIVELY MATCH THE ETHICAL INTEGRITY OF PLANKTON?

Winifred Scherrer, M.A.

University of Pennsylvania, 1971

Advisor: Hiram Haydn

This study combines an understanding of the constraints on any species in the biosphere as indicated by Ecology with insights into the functioning of systems offered by Cybernetics to examine creativity as survival fit activity for man. The creative process is examined as it is blocked by the predominant Western dichotomizing epistemology and as a model for an activity epistemologically appropriate to communication in the open system of which man is a part.

It begins with an examination of dichotomization as a tendency which permeates Western technological society and imposes either-or distinctions on the ecosystem, which, it is then pointed out, survives instead through creative transformations within cooperative symbiotic relationships. Creativity is seen as a "healthy" response to stress in the system while its institutionalization in Art represents retreat into dichotomous social sanctions.

The cybernetic understanding of mind imminent in the ecosystem is posited as the framework within which guidelines for realizing an appropriate epistemology are to be sought. Phases of the creative process: feeling, image formation, and the relationship between analogic and digital processes, are explored. The capacity to make creative transformations in the selection of relevant pathways for information within the system is viewed as the "adaptive" epistemological activity.

It is argued that both analogic communication with the environment and digitalization of analogic awarenesses to communicate about the environment are kept "in tune" with the system through creative activity which entails shifting levels and logical types. Indications that these shifts are not being made are described as the occurrence of paradoxes, frame blockage and double-binds; and, Play is proposed as a model for activity which makes these shifts by constant reference to the analog as a source of alternative pathways for redefinition of a situation.

It is concluded that as long as Mind is imminent in a system, the life of which is sustained by organisms' creativity, man's concern can only be his responsibility to that analogically known system.

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THE FCC AND LOCAL PROGRAMMING 1952-1970

J. D. Schremser, M.A.

University of Wisconsin, 1971

Adviser: Dwight L. Teeter, Jr.

Purposes of this historical study were these: (1) to describe the role of local programming in television licensing during the 18-year period following the lifting of the freeze on station construction in 1952 and (2) to find instances outside the licensing process in which the Federal Communications Commission (FCC) discussed the role of local programs in television. Sources included FCC decisions and reports, court cases, speeches by commissioners and newspaper and trade publication coverage of FCC activities.

Local programming derives its importance from Section 307(b) of the Communications Act of 1934, which calls for a "fair, efficient and equitable distribution" of broadcasting service to all parts of the country. The section explains why the FCC sought the build-up of a national system by means of separate outlets scattered all over the country instead of through high-powered regional facilities or a national relay system.

During the 1950s and the early 1960s the FCC saw local programming as a way for licensees to provide outlets for local expression and to meet area needs and interests. After 1966 the FCC stressed that licensees maintain continuous contact with community representatives, and it began to emphasize programs concerning community problems.

The FCC did not, between 1952 and 1970, refuse a license renewal solely on evidence of an inadequate amount of time for local programs. It was unknown whether renewal changes, being planned at the end of 1970, would reverse this trend. Several problems then faced the FCC. It had to (1) find ways to grapple fairly with citizen participation in licensing, the result of a 1966 court decision, (2) make its community survey requirement both effective and enforcible, and (3) decide whether continued support of the local-station concept was practical in the face of technological advances in television.

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STATUS OF WOMEN: TREATMENT BY SELECTED CONSUMER MAGAZINES, 1961-1971

June Schrib, M.A.

University of Wyoming, 1972

Advisor: Ernest Linford

The emergence of the contemporary feminist movement on the American scene provides an excellent opportunity for the study of the treatment of a social problem by current magazines.

The purpose of this study was to determine how much material was published in popular magazines on the status of women and what the attitude of editors was toward the major goals of the feminist movement during the decade from 1961-1971.

The selected group of consumer magazines included 204 articles in their columns whose titles were listed under 12 headings relating to women in The Guide to Periodical Literature. These 204 articles were evaluated according to objective criteria set up for the thesis.

Criteria for evaluating each article were use of certain key phrases, date of publication of the article, substantiating data

used by each writer, suggestions for action to improve the status of women, and support of goals of the feminist movement. Entire publications were evaluated on content of individual articles, numbe. of articles published and breadth of subject matter.

Conclusions from the study were that magazines during the decade gave little attention and impetus to the status of women. Magazines published few articles in relation to the total number included, and the majority of those did not agree with the aims of the Women's Liberation Movement. However, those magazines which recognized the issue early in the decade, did receive higher ratings, and attention to the issue increased as the decade advanced. At the mid-point of 1971 the magazine image of women as sex objects and homemakers was disappearing.

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EDITORIALIZING BY COMMERCIAL BROADCASTING STATIONS IN ILLINOIS

Raymond Ernest Schroeder, M.S.

University of Illinois, 1972

Advisor: John Cramer

Radio and television stations have the right to take a stand on issues of public controversy. The responsible use of that right allows broadcasters to serve the public by bringing issues (or sides of issues) to the public's attention which might never otherwise be publicized. Those broadcasters who do not editorialize or who editorialize on issues of little relevance to their audiences are missing an opportunity to serve the public.

This study has investigated the process of preparation of editorials aired by commercial radio and television stations in Illinois, and the content of those editorials. The historical influences on both the process of editorializing and upon editorial content have been examined. Further, the study includes a survey of commercial broadcasters in Illinois investigating whether they editorialize, how often they editorialize, who determines the topics of editorials, who writes and presents the editorials, and the topics of broadcast editorials.

Results of the study indicate a significant percentage of broadcasters in Illinois do not use the editorial privilege. Nearly forty percent of the stations in the state never editorialize, while another twenty percent do not run regularly scheduled editorial comments. The study reveals considerable involvement of management officials in the process of preparation and presentation of editorials. The study also shows an emphasis on local issues as the topics of editorial comments carried by commercial stations in Illinois.

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A STUDY OF ART EVALUATION: THE USE OF MULTI-DIMENSIONAL SCALING TO ANALYZE JUDGMENT OF PAINTINGS

Susan-Lou Schwartz, M.A.

University of Pennsylvania, 1971

Adviser: Larry Gross

An attempt was made in this study to relate special training and age (described as examples of "esthetic socialization") to judgments of similarity and preference about paintings. It was felt that such factors exert considerable influence on the nature and

number of criteria people use in their evaluations.

Subjects were six children (aged 5 to 8), five artists, and four graduate students of business. There were three stimulus sets (museum reproductions) each consisting of two divergent types of pictures so as to provide subjects with fairly simple "built-in" criteria for evaluation.

Set 1: depictions of men and animals
Set 2: abstracts and more realistic paintings with figures
Set 3: landscapes and portraits

While it was expected that all subjects would respond in some way to these categories, we wished to compare the extent to which the subjects relied upon them and the nature of the other criteria they used.

A multi-dimensional scaling technique, Indscal, provided three-dimensional solutions to all three sets in the form of: (1) group solutions representing all subjects; (2) subgroup solutions, representing each subject group; and (3) individual solutions. The Spearman test was also used to relate subjects' similarity judgments to their preferances.

It was predicted that the number and complexity of subjects' dimensions would correlate positively with age and education, so that children would be uni-dimensional in their responses, while artists would make maximal use of all three dimensions.

In most cases, the built-in categories emerged as primary dimensions, but the first dimension was considerably more important for children than for both artists and business students. Use of the dimensions (in terms of the variance each dimension accounted for) was much the same for both adult groups despite the wide difference in background. There was a slight tendency among the artists toward greater use of "visual" rather than "verbal" criteria, however.

There did not appear to be much correlation between preference and similarity judgments for any group. This was somewhat surprising, as was the marked similarity between the responses of the artists and the business students, but both findings may have been due to the rather simple and almost unavoidable dimensions built in to each stimulus set. These simple categories probably served to restrict subjects in their choice of both similarity and preferential criteria, whereas a more complex set of stimuli might have elicited higher correlations between similarity and preferential judgments and more obvious differences in the nature of the dimensions used by the three groups.

Although we cannot compare the nature of the dimensions used by each group, on the basis of the responses to these stimulus sets, it seems clear that age is an important factor in determining the number of dimensions underlying evaluation of paintings.

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MASS COMMUNICATIONS IN ETHIOPIA:
BLUNTED INSTRUMENT OF GOVERNMENT

John Patrick Seawell, M.A.
University of Texas at Austin, 1971
Adviser: Joseph A. Taylor

This thesis is a descriptive survey of the mass communications media--newspapers and other periodicals, radio, and television--which existed in Ethiopia as of 1971. Based primarily upon in-country research conducted by the author, the study examines the character and scope of each Ethiopian media outlet

and its relationship with the country's government. The communications environment is characterized as being tightly controlled, and the Ethiopian government is criticized for ineffective use of available communications resources to aid in developmental goals.

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THE ATTITUDES OF DAILY NEWSPAPER EDITORS IN ALABAMA AND MISSOURI TOWARD JOURNALISM RESEARCH

Charles C. Self, M.A.

University of Missouri, 1971

Adviser: Keith P. Sanders

Much of the information transferred between sub-societies in modern America passes through the mass media. The primary determiners of what information will be transferred through the newspaper are editors. It is important to society that these men successfully carry out their role as controllers of one of society's primary means of communication.

Communication researchers are seeking principles of successful communication. Their results can help editors transfer information more successfully. Yet, while quantitative communication research has burgeoned during the last 30 years, practical application of research findings to newspapers continues to lag.

Little study has been done to determine what editors think of quantitative research. This study sought to more accurately determine daily newspaper editor attitudes so that researchers could successfully approach editors to get research results applied.

Q-methodology was chosen because it allows respondents a great deal of freedom to independently express their attitudes and yet yields reproducible results.

The study revealed three types of attitude. They were named: The Pragmatic Problemologist, Hopeful Harbinger, and Ignorant Idiosyncratic. The Pragmatic Problemologist was willing to use research that would help him do his job. He wanted research results clearly applicable to his operation and easily available for his use.

The Hopeful Harbinger saw research as a way to improve journalism generally. He wanted more research done and more young journalists taught about research.

The Ignorant Idiosyncratic did not understand research and was not interested in learning more. He was willing to use results clearly applicable, but doubted that research could do much that he could not do better himself.

Common to all types was a willingness to use research of demonstrable helpfulness. All types called for simple, concise reports of results, made easily available to editors and including clear statements of how to apply results to newspaper operations.

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THE FOREIGN STUDENT IN THE UNITED STATES: A STUDY OF IMAGES AND ATTITUDES

Marylis Sevilla-Que, M.A.

University of Pennsylvania, 1972

Adviser: Charles G. Hoban

The study investigated the images and attitudes that foreign students have about the United States and the American people and the roles that the mass media and interpersonal communications play in the formation and modification of these attitudes and images.

It was hypothesized that foreign students come here with little more than generalized images of the United States, formed largely through the mass media and books. It was expected that continued mass media consumption here, and the quality of social contacts made with Americans would modify or change the foreign students' pre-arrival images.

Data gathered through questionnaires sent to all foreign students entering the University of Pennsylvania in the Spring of 1970 and through interviews with 20 other foreign University of Pennsylvania students indicated high media usage for most respondents during their pre-arrival period. Pre-arrival impressions of the United States and Americans were vague but overwhelmingly favorable.

A decrease in mass media usage was noted after the students' arrival here. After an average stay of four months, images of the host country and people became more specific and tended to be less favorable. This finding conforms with results of previous studies which noted a U- or inverted J-curve progression of foreign student attitudes toward the host country whereby a period of disillusionment and negative criticism has been found to follow the initial stage of great enthusiasm for the host country.

The data did not yield any consistent patterns indicating a relationship between amount of social contacts with Americans and the affective direction of the foreign students' images and attitudes.

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THE CRITICISM OF PAULINE KAEL

Paul Seydor, M.A.
Pennsylvania State University, 1971
Adviser: Robert M. Pockrass

Pauline Kael is considered by many to be among the small company of first rate critics the art of film has produced. The thesis examines her aesthetics, both as she states them and as they emerge from her work; evaluates their validity in the context of the film medium; and attempts to place her into the larger scheme of a critical tradition.

Kael, the thesis concludes, has always found something interesting to write about in evaluating movies. She has evidently made the decision to give herself totally, yet without surrendering, to the medium. She had shown great ability to sustain herself through both the good and the bad, and to extend herself without wearing herself thin. This is not just a matter of acknowledging the sheer bulk of her output, but of recognizing the genuinely high, creative quality of her work.

Movies are for her more than an environment; they are personal history, and the form she has evolved for recording that history is a volatile mixture of personal essay, reportage, exegesis, memoir and polemic.

As a critic, Kael belongs to the variety that may be called performer rather than commentator. The pleasures one derives from her work arise not only from the beauty of the performance, but also from the performer's delight in his own cleverness, his confidence in his audacity and the pride in his showmanship. Pauline Kael may be throwing the greatest one-man show in American cultural journalism since the days of H. L. Mencken.

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CREDIBILITY AND INTEREST CONVEYED BY THE BACKGROUND OF A TELEVISION NEWS STANDUP REPORT

Donald E. Shafer, M.A.

University of Florida, 1971

Adviser: Mickie N. Edwardson

This study tested whether the location of a television news standup report affects the viewer's evaluation of that report's credibility, excitement, and the authoritativeness of the reporter.

In a pretest, four news stories with a similar perceived excitement level were chosen from a group of ten. Each of these stories was videotaped, in standup fashion, in the television studio and at a location alluded to in the news story. A sample of 101 students, randomly divided into four cells, viewed the two videotape segments. An experimental design was devised by the researcher to group each of the two sets of four stories so that the subjects viewed each of the stories in a different treatment.

The researcher found that the location of a television news standup report has no significant effect on that report's perceived credibility or the authoritativeness of the reporter. In a comparison of two cells, the location standup report was significantly more exciting for two stories, and was significantly less exciting in a third. No significant difference of excitement level appeared in the other two cells.

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A STUDY OF THE FLINT, MICHIGAN, NEWSPAPER IN THE CLASSROOM PROGRAM

Nicholas O. Sharkey, M.A.

Michigan State University, 1972

Adviser: Mary A. Gardner

The Flint Journal in Flint, Michigan, is one of 364 newspapers in the United States and Canada cooperating with its local school system in the newspaper in the classroom program. It began in 1958 when three universities conducted workshops for teachers interested in using the newspaper in school.

Interviews with newspaper editors, school board officials, teachers, and students trace the progress and decline of the Flint program. In its early years, the Journal had an energetic and successful program led by its editor, Ralph B. Curry; school officials, teachers, and students worked closely with him. The American Newspaper Publishers Association, a trade organization of daily newspapers in the United States and Canada, used Flint as a model of newspaper in the classroom programs.

The decline started when the Journal turned the program over to the school system. Today the Journal's only part in the program consists of delivering newspapers to schools and sponsoring teachers every summer to the American Newspaper Publishers Association workshops. Most teachers receive no assistance in using the newspaper other than supplementary guides.

After discussing the newspaper in the classroom programs of selected newspapers, the study makes recommendations for the Flint project. They include the hiring of a newspaper in the classroom coordinator by the Journal, better leadership by Flint teachers

trained at the American Newspaper Publishers Association summer workshops, local workshops, and suggestions for providing better communication between teachers and the newspaper.

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A CRITICAL ANALYSIS OF HOW SELECTED FLORIDA NEWSPAPERS REPORTED THE BAY OF PIGS INVASION AND THE CUBAN MISSILE CRISIS

Richard Dudley Shelton, M.A.

University of Florida, 1971

Adviser: John Paul Jones

The press coverage of Cuban events has historically been highly controversial. This controversy reached particularly bitter heights during the Bay of Pigs invasion and the Cuban missile crisis. Some critics charged the press printed too much about these events, others that they did not print enough. Most agreed, however, that the coverage was poor and often misleading.

The news and editorial treatment of the major Cuban events reported during the 27-month period from January, 1961, to March, 1963, in five selected Florida newspapers was examined and analyzed.

The coverage given Cuba by these five newspapers during this period can be described as intensive superficial coverage, lacking in important background information necessary to place the news in proper perspective. Much of the coverage was clouded by censorship and controlled news.

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THE ATTITUDES OF BLACKS TOWARD THE METROPOLITAN PRESS: A STUDY OF RESIDENTS IN A BLACK COMMUNITY OF DETROIT, MICHIGAN

Regina Sherard, M.A.

Michigan State University, 1972

Adviser: V. M. Mishra

The purpose of this thesis was to examine the attitudes of blacks toward the metropolitan press and to explain their perceptions of the press is America. The study examined the responses of a sample of residents in a black community of Detroit, Michigan.

Although the major portion of the study is devoted to the results of the field survey conducted in Detroit, an important part of the study examines the attitudes and criticisms of media representatives in regard to how they view their responsibilities in reporting and responding to the urban and racial crises in America. A mail questionnaire was distributed to a group of selected reporters, editors, and administrators in the field of professional journalism as a pilot project for this study.

Emphasis was also placed on the study of the black press as a tool of protest for the black activist movement and the press' responsibility in dealing with urban problems in the black community. Black newsmen were interviewed in Detroit at the time of the field survey in order to get viewpoints of the function of the black press, particularly in regard to the Detroit newspapers.

Many of the survey results from respondents verified previous findings in other studies; however, there were some contradic-

tions relative to media use in the black community.

General findings of the survey showed media use to be high, with the greatest percentage of the respondents relying more on newspapers as a source of information than on any other medium. The dominant attitude as expressed by the respondents is one of distrust. A certain degree of hostility is recognized in the attitudes of the respondents which reflects negatively on the way the metropolitan press is perceived by the black community.

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EFFECTIVENESS OF VISUAL IMAGES IN COMMUNICATED INFORMATION: A CONTROLLED FIELD EXPERIMENT

Ronald Alan Sherman, M.A.

Syracuse University, 1971

Adviser: Robert L. Kerns

There has been much reported on the effectiveness of various aspects of visual communications except the still photograph. It was the purpose of this study to (1) compare the use and non-use of photographs in the brochure Introduction to Syracuse University, to determine if high school students receive more information from the photo/text version than from the version with only text; (2) show that photographs, when included with text, gave an understanding about the campus that text alone could not do; and (3) present data which showed that students received more information from the text when photographs were included in the brochure than when only text was presented.

Nine high school junior classes within a 400 mile radius of Syracuse were tested in the experiment. Each class of approximately 25 students was divided into two groups, with one group reading the photo/text version and the other reading the text-only version. Standardized testing procedures were used at the conclusion of the reading.

In eleven areas of comparison, the photo/text version scored higher responses than the text-only version in half the cases. Campus photographs were requested by over 70 percent of the text-only students. A higher frequency of correct responses were made by students using the photo/text version in comparison to the text-only version. The photographs in the brochure effectively contributed to communicated information in this experiment.

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THE ELECTRONIC FRONT PAGE

Don Shockey, M. A.

University of Missouri, 1971

Advisor: Ralph Lowenstein

The content of the three major network television early evening news programs was analyzed over a five day period in August 1970 to isolate similarities and differences in coverage. The study revealed emphasis during the week by ABC on regional and sports news. CBS emphasized war news, the drug problem and Pentagon news. NBC emphasized Mideast, and student related news. The three networks tended to cover the Mideast, Southeast Asian war, environmental and Washington news.

In addition, an attempt was made to develop a method to study, what has traditionally been called, the non-verbal element of communication on network television news. However, low reliability indicated further refinement of the method would be necessary.

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THE NEWS MAGAZINES COVER SENATOR JOSEPH McCARTHY

Pamela J. Shoemaker, M.S.

Ohio University, 1972

Advisor: Hugh M. Culbertson

This study investigated how the news magazines--Time, U.S. News & World Report and Newsweek--dealt with Joe McCarthy. McCarthy was a master of publicity, and used the press to further his political career. The author did a content analysis of all articles in the news magazines that mentioned McCarthy--a period primarily from 1946 to 1957.

The content analysis involved coding assertions as positive, neutral or negative toward McCarthy, as well as a space measurement and categorization of the types of articles published. Trend analysis graphs were also prepared, showing how each magazine reacted to McCarthy over time. Seven points in McCarthy's political career were isolated to use as points of comparison of the magazines' coverage.

News magazines did change their coverage of McCarthy as his political career developed. Percentage of negative assertions published fluctuated significantly over the seven events--especially for U.S. News. On the whole, Time published mostly negative assertions, and U.S. News mostly positive. Newsweek was mostly neutral.

U.S. News published significantly more column inches than either Newsweek or Time. This was because U.S. News published primarily transcripts of the hearings, while Time and Newsweek published primarily condensed news stories. U.S. News' obsession with transcripts seemed an abdication of the reporting role. In addition, because U.S. News had published mostly positive assertions about McCarthy whenever possible, the magazine favored McCarthy. Printing transcripts during difficult periods for McCarthy was one way the magazine avoided being overly critical.

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THE HOPKINS COUNTY ECHO PUBLISHING COMPANY: A HISTORICAL STUDY

Charles F. Shrode, M.S.

East Texas State University, 1971

Advisor: W. J. Bell

This study attempted to gather and report the history of The Echo Publishing Company. Information dealing with the early editors and their practices was also of major interest. Circulation totals and methods of circulating the newspapers and the influence of these papers on the county and city were also sought. In addition, the study of the commercial printing ventures of the various editors and printers was incorporated. Thirteen editors published newspapers throughout the county's history.

Study revealed a connection between The Echo Publishing Company and the first newspaper published in Hopkins County, The Texas Star, in 1854 at Tarrant. The development thereafter included some nine newspapers published for varying periods including those which became the publications of The Echo Publishing Company.

The Echo Publishing Company is a modern newspaper firm which publishes two newspapers of its own and prints eleven newpapers for

others. The two local publications have been the only newspapers published in the county from 1928 through 1971.

In addition to publishing its own newspapers, The Hopkins County Echo and The Daily News-Telegram, the company does a specialty type of printing through its commercial printing department, mostly forms for cotton gins.

The Echo Publishing Company is one of the important leaders of the community and county. As it grew through combinations and mergers of the early newspapers, a feeling of leadership and influence became extremely important to the editors. Although times were difficult, the unfailing desire of these many editors resulted in the evolving of a modern, informative, and well-presented publication.

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RANKING OF NEWS MEDIA BELIEVABILITY, COVERAGE PERFORMANCE AND IMPORTANCE BY STUDENTS AT THE UNIVERSITY OF TEXAS AT AUSTIN

Sidney Griffin Singer, M.A.

University of Texas, 1972

Adviser: Ernest A. Sharpe

Results of a survey at The University of Texas at Austin (June, 1971) reveal that students' attitudes differ from those of respondents in national polls when requested to rank the news media in regard to believability, adequacy of coverage of specific news events and which medium would be wanted as the primary source of news if only one could be retained. This project also replicates another 1971 survey of students at The University of Texas at Austin in regard to availability, use and credibility of news channels.

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AN ANALYSIS OF STAFF, VOLUNTEER, AND MEDIA EXECUTIVES' EXPRESSED OPINIONS CONCERNING THE PUBLIC INFORMATION PROGRAM OF THE FLORIDA DIVISION OF THE AMERICAN CANCER SOCIETY

Elliott M. Skidmore, M.A.

University of Florida, 1971

Adviser: Leonard J. Hooper

Current research, done by voluntary health agencies, concentrates primarily upon the receiver of health communications. By studying the opinions of volunteer leadership, staff personnel, and media "gatekeepers" it was proposed to evaluate the current informational program of the Florida Division of the American Cancer Society, and to suggest new areas of emphasis.

This study found that the volunteer leaders and staff personnel of the Society are generally agreed upon the importance and direction of the Society's program. They seek further improvement of the service and educational messages and want increased exposure and results. The media "gatekeepers" see the program favorably, do not report unusual numbers of problems with the current program, and report additional space available for information of this kind.

Suggestions made to the Division include additional staff training in media, additional local emphasis on radio and weekly newspapers as media outlets, and additional emphasis on information relating to service and education.

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THE FRED AHMED EVANS INCIDENT OF 1968:
Q-TECHNIQUE STUDY
OF CLEVELAND PLAIN DEALER COVERAGE
AND COMPARATIVE EVALUATION
WITH THE TRIAL TRANSCRIPT

Paula A. Slimak, M.A.

Kent State University, 1971

Adviser: Richard A. Schreiber

Selected newspaper statements were examined to determine the nature of prejudice of the press. Statements concerned Fred Ahmed Evans and racial disturbances in Cleveland on July 23, 1968. Forty-eight statements comprised the Q-sort deck. Sixty Clevelanders of various ages and socio-economic levels were tested during the summer of 1970. Variances due to two-year time lapse from incident were not considered.

The investigation was conducted in an effort to discover whether positive or negative attitudes toward Evans were held by readers as they subjectively reacted to each assertion. Highly significant statements provided statistical indices to examine communication impact.

For further validation, statements were compared to the trial transcript, in most instances the primary source and workable context aside from the print media. The transcript created the most reliable frame of reference with which to study reporting.

A computer accepted raw data to produce factor and variance analyses. Output interpretation resulted in the definition of four cohesive type-groups: sympathetic-to-blacks, racists, thoughtful assimulators and circumstantially-stimulated readers.

A fifth group failed to subdivide in any unified, identifiable manner, indicating a large, independent group.

From high Z-scores of the most negative statements, three conclusions were drawn about writing techniques used when reporting a similarly emotional incident.

The investigation also concluded two identifiable types were prejudiced. Both opposed violence, but one expressed some sympathy to blacks, while the second recorded racist responses. Approximately half of those surveyed, representing half of the potential readers, were not prejudiced in any uniform way by the press.

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THE NEED FOR NEW GRAPHIC TECHNIQUES
TO HELP NEWSPAPERS TO COMPETE
EFFECTIVELY WITH TELEVISION

Daniel Joseph Smith, Jr., M.A.

University of Southern California, 1971

Committee Chairman: Clarence Anderson

The study analyzed the graphic needs of newspapers to strengthen their competitive position with television. The study looked at the historical development of newspaper graphics, the present competitive situation between newspapers and television and the views of graphic experts and major newspaper editors on the future of newspaper graphics. Various graphic possibilities for the future of newspapers were also studied.

While the evidence corroborated the view that newspapers' future in the competition will depend on a mix of graphics and content, and that content may be the final determinant of how well newspapers do in their competitive struggle, the thesis that newspapers' graphics need to be improved was substantiated. The study included suggestions and recommendations on some positive steps newspapers could take in view of that substantiation.

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ATTITUDE CHANGES AND MEMORY LOSS CONCERNING A CAMPUS RACIAL CONFLICT

Robert Frederick Smith, M.A.

University of Florida, 1971

Adviser: Mickie N. Edwardson

This study measured and correlated attitudes and memory loss of students concerning two principal spokesmen involved in the racial disturbance and demonstrations at the University of Florida April 15, 1971.

The experimental design was a three-part time study using sixty-four randomly selected University of Florida undergraduates. At the first test session, subjects received an eleven page news story composed of excerpts from local newspapers describing the campus demonstrations and statements made by two major group spokesmen. The spokesmen were University President Stephen C. O'Connell and Roy Mitchell, Coordinator of Minority Affairs, representing the administration and student demonstrators respectively. After reading the test news story, subjects were submitted to an attitude scale and recall test about the story. The two tests were repeated twice at one-week intervals.

Findings did not significantly support the hypothesized attitude-recall relationship. However, the two variables did show slight tendencies to vary similarly over time.

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WHAT CAME AFTER?: NEWS DIFFUSION AND SIGNIFICANCE OF THE BOSTON MASSACRE IN SIX AMERICAN COLONIES, 1770-1775

Robert W. Smith, M.A.

University of Wisconsin, 1972

Adviser: Harold L. Nelson

The study asks whether historians and famous persons in American history have been correct in inferring deep meaning for the Boston Massacre to all American colonies. It also seeks to fill a gap in journalistic history regarding news coverage of the Massacre and to estimate relative impact of various media.

Basic questions are examined in the light of what public channels of communications--newspapers, pamphlets, sermons, and committees of correspondence--said about the killings, murder trials, and annual commemorations in six colonies: Massachusetts, Connecticut, New York, Pennsylvania, Virginia, and South Carolina.

Significance and impact are estimated on the basis of what and how much information about the Massacre public communications diffused throughout the six colonies, and any response shown by each to knowledge of the affair.

Evidence showed newspapers led other media in diffusing information and argument, as printers reprinted accounts originating mainly in the Boston press. Of these newspapers, the Boston Gazette carried more news than any other and was favored as a source by other printers. Pamphlets augmented newspapers to varying degrees in all colonies except Virginia. Sermons were important only in Massachusetts, while committees of correspondence performed a negligible function.

A Whig view that the Massacre was the inevitable consequence of a standing army stationed illegally in Boston dominated the bulk of messages in all media. Massachusetts received approximately 60 percent of all messages, and was the only colony to show significant popular response over time. The Whig view prevailed in considerably lesser a-

mounts in all colonies except New York, where the picture presented was basically neutral--an unexplained exception.

The study infers that the Whigs' concept of the British army as a massive threat to liberty did not square with the reality of cordial relations between it and civilians in all colonies except Massachusetts, thus accounting in part for diminished attention by media and relative lack of public response outside the Bay Colony. It then infers that the Massacre had real meaning only for Massachusetts.

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METHODS OF COUNTY GOVERNMENT REPORTING

Timothy D. Smith, M.A.

Ohio State University, 1971

Adviser: F. T. Gaumer

County government is an important level of local government in Ohio, performing numerous functions, many of them unique. At the same time, county government is little understood by the public because responsibility is shared by so many elected officials and because, as a whole, it is practically invisible. Citizens deal with parts of county government on a regular basis--when they pay their taxes, when they serve on a jury--but rarely do they ever get a chance to observe any more than just a small part. Unlike a city where there is an elected head (or an appointed one) with an elected legislative body, the county lacks any central authority and the identity that comes with having a small group responsible for the total operation of government.

This thesis takes this invisibility into account as it attempts to direct the county government reporter to stories that will bring that government into sharper focus for the citizen. On an office-by-office basis, this thesis explores the operations of county government--both in terms of how it is supposed to work and how it works in practice--and offers suggestions to the reporter on where to look for stories in each one.

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A STUDY OF PUBLIC RELATIONS PRACTICES OF NORTHEAST TEXAS HOMEMAKING TEACHERS

Joy Carolyn Sparks, M.A.

East Texas State University, 1971

Advisor: W. J. Bell

The purpose of this study was to ascertain the degree of awareness of home economics teachers in the secondary schools of their role in public relations, to evaluate the extent of their practice of public relations, and to determine if a need existed for the inclusion of public relations training in the teacher education program for home economics.

Data for the study were acquired through a questionnaire administered to a group of northeast Texas homemaking teachers at an Area VI in-service conference. Ninety usable questionnaires were returned.

The data revealed that the majority of the homemaking teachers felt that their communities were not aware of, and did not show an interest in, their school's homemaking departments.

Most responses to questions having internal-activity implications were generally indicative of good relations. The findings did not show, however, that the teachers' external activities were representative of good

public relations. The data indicated failure to use a variety of community resources; to engage in public speaking; to sponsor adult-education programs; to use several available mediums to announce programs or report events; or to use various person-to-person contacts. The data revealed that the teachers had not considered the concept of two-way communication in public relations.

Few homemaking teachers had had a college course in communications practices or public relations principles, but the majority felt that a course of this type would be beneficial.

The findings indicated that the university department of home economics could render a valuable service by the inclusion of specific public relations education in its curriculum.

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NEWS-RECEIVING HABITS
OF COLLEGE STUDENTS

Albert Carl Stepp, Jr., M.A.
University of South Carolina, 1972
Adviser: Perry Ashley

When students leave home and move into college dormitories, they suddenly must replace established sources of news and form personal, independent news habits.

The students constitute an important set of consumers, whose tastes will play a large part in the future of the media. What decisions do they make? Where do they turn for news, and what do they think about their sources? To help answer such questions, 51 students selected at random from the 6,500 students in University of South Carolina housing were interviewed.

The students reported that newspapers are their primary source of news, followed in order by radio, television, other people, and magazines. More than three-fourths read the morning daily in Columbia, and more than 40 percent read another daily regularly. Students' exposure to newspapers, television news, and magazines had declined since high school, while their exposure to radio news had risen sharply. Although 72 percent said they were satisfied with their news sources, a steady minority remained skeptical, mentioning charges of bias and sensationalism. Newspapers were named by 49 percent as the most complete medium, while radio, newspapers, and television were chosen by about equal numbers as the fairest medium. Newspapers and television each were chosen by 25 percent as the most believable source.

Students showed a high dependence on the student triweekly for campus news. It was followed by word-of-mouth, the local morning daily, and bulletin boards.

The results indicated a need for additional study, possibly on a regional or national level, of the media habits and attitudes of college students.

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PUBLIC RELATIONS AND CORPORATE
CRISIS - A CASE STUDY

Larry B. Stinson, M.A.
University of Georgia, 1972
Advisor: Frazier Moore

The study examined two recent corporate crises which are representative of the challenges which now confront corporate enterprise. During the summer of 1971, the Campbell Soup Company and Bon Vivant, Incorporat-

ed, were confronted with similar public relations problems following the discovery of botulin contamination of two of their soup products.

This thesis was directed toward an in-depth study of these occurances and was committed to the following objectives:

1) To observe the development of two corporate crisis situations.

2) To evaluate their impact on the various publics.

3) To observe the reaction of certain public media.

4) To evaluate the effectiveness of the companies' responses and, whenever possible, relate their performance to the concept of preventive public relations.

Before proceeding with the task of observing and interpreting these events, an effort was made to describe the existing relationship between the producer and consumer and to define and discuss preventive public relations and its theoretical role in corporate public relations. In support of the two case studies, the author undertook an extensive study of the subjects and the general industry. The purpose was not only to develop an understanding of the companies and the images they cast, but also to gain a basic knowledge of the canning industry, its function in society and the biological source of the mishap.

The study examined the great variances in the size, complexity and resources of the two companies but found that these and a number of other variables did not fully explain why Campbell was able to set a new sales record shortly after a much publicized recall while Bon Vivant was forced into bankruptcy. It was concluded that Campbell's public relations activities during the recall contributed greatly to the company's success in maintaining its consumer franchise.

In contrast, Bon Vivant failed to implement even the most elementary public relations concepts and isolated itself from the press and the public.

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AN ANALYSIS AND COMPARATIVE STUDY OF TEN 1970 TEXAS COLLEGE AND UNIVERSITY YEARBOOKS

Betty Lou Beachum Stutz, M.S.

East Texas State University, 1971

Advisor: W. J. Bell

The purpose of this study has been to analyze the contents of ten 1970 Texas college and university yearbooks in order to acquaint high school and other college and university yearbook staffs with the dangers of using such publications as examples of yearbook journalism.

The ten 1970 college and university yearbooks were analyzed and compared section by section. Questionnaires were sent to the yearbook advisers, editors, business managers, and the university deans of student activity.

There is no definite relationship between the yearbook budget and the quality of the finished product. Staff size, staff salaries, and operating budgets vary, but the campus popularity of the yearbook does not vary in relation to student enrollment.

At the present time, no other campus publication is rivaling the yearbook for its traditional campus position, according to questionnaire results, even though the year-

book shows signs of a popularity decline at some schools.

College and university yearbook staffs do not receive sufficient training before taking over the publications. Inadequate products result from this deficiency.

Yearbooks are not fulfilling their traditional roles on campus because the yearbook staffs are failing to produce a student-oriented product.

Yearbook design and yearbook journalism courses are needed offerings in the college and university journalism departments. Only two of the ten schools offer such a course.

The decline in editorial quality and subscription sales of the college and university yearbook is directly related to insufficiently trained staffs. Until this deficiency is corrected, the traditional position of the yearbook will continue to suffer.

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LABOR COVERAGE IN COMPANY PUBLICATIONS: A Q-ANALYSIS OF EDITORIAL, MANAGEMENT AND LABOR ATTITUDES

Gregory P. Szuter, M.A.

Kent State University, 1971

Adviser: Richard A. Schreiber

Labor coverage is lacking in the business press generally. However, some industrial editors do approach the subject. They either let union officers contribute copy, or play up only non-crisis situations. Very few cover it as any other news.

To fathom the variety of conduct surrounding labor coverage by the business press this thesis used Q-methodology to explore attitudes about labor coverage. Editorial, management and labor strands of the organization were surveyed.

The study yielded three basic attitudes characterized as the traditional editor, the self actualizer and the progressive editor. The first has little confidence in the medium's ability to report on labor. The second is confident but requires a degree of autonomy to implement such coverage. The third is likewise confident but is shy of crisis.

All three groups value the medium for promoting human values like morale. There is also consensus that labor coverage may not hurt but disagreement arises on how it might help.

These attitudes were exclusively non-labor. Although the labor attitude was sought, it was not found. It, therefore, is sufficiently different from that of management to require further study.

Most significant is the demonstration by this thesis of the usefulness of Q-methodology in internal organizational communications. It can isolate variables and dependencies such as confidence in the press being a function of self-actualization, among others.

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LOCAL NEWS COVERAGE OF BLACKS IN FIVE DEEP SOUTH NEWSPAPERS, 1950 to 1970

Helen Louise Tatro, M.A.

Indiana University, 1972

Adviser: G. Cleveland Wilhoit

Treatment of black persons in local content of five Deep South dailies (Atlanta Constitution, Birmingham News, Columbia State, Jackson Clarion-Ledger, and New Orleans Times-Picayune) was assessed in this study. These research questions were developed: (1) Have the categories and quantity of local content about blacks changed from 1950 to

1970 in five Deep South newspapers? (2) Has the evaluative portrayal of blacks changed in local content?

A random sample of three issues of each of the largest newspapers from the five Deep South states was drawn for 1950, 1960, and 1970 (N=45). Local content which dealt with black persons as major actors was coded, using Janis and Fadner's coefficient of imbalance and Bush's standard set of news categories. The coefficient of inter-coder agreement was .85.

Results suggested that there was no significant difference in the quantity (frequency of items) of black content in five Deep South newspapers during the years studied. Items about blacks clustered in three categories: crime, politics, and education. More than half of the items about black persons in 1950 were coded as crime. By 1970, the crime category had dropped significantly, containing 24 percent of the black items. Blacks were portrayed slightly negatively in 1950 (-.06) and 1960 (-.08), but they were slightly positively treated in 1970 (+.02). The differences, however, are not significantly different.

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DEWITT CLINTON IRELAND AND THE ASTORIAN

Roger T. Tetlow, M.S.
University of Oregon, 1972
Adviser: Roy K. Halverson

The Astorian, a newspaper founded in 1873 in Astoria, Oregon, was established by DeWitt Clinton Ireland, an itinerant printer, editor, and newspaperman, who had arrived in the Oregon country in 1862 after newspaper apprenticeships in New York, Minnesota, Michigan, and Indiana.

Ireland worked for several years on the Portland Oregonian as a reporter and then moved to Oregon City in 1866 where he founded the Oregon City Enterprise. He sold this paper two years later and returned to newspaper work in Portland.

In 1873, he founded the Tri-Weekly Astorian. He changed the paper to a weekly in 1874 and then in 1877 began publishing the Daily Astorian.

Ireland used the Daily Astorian forcefully as a vehicle for advocating needed changes and improvements in the small river town. Ireland served as mayor of Astoria for two terms. He attended the Republican national convention in 1880 as a delegate and was elected to the Republican national committee.

Ireland was noted for his clean, neatly published newspapers. His writing was forceful, accurate, and unbiased. Unlike most of the other editors of his time, he devoted the space in his newspapers to local news events instead of concentrating on political developments.

He sold the Daily Astorian in 1881 and moved to Portland where he established a printing business. Later, he purchased the Sherman County Observer and published this newspaper in Moro, Oregon, until his death in 1913.

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THE HISTORY AND DEVELOPMENT OF OBSCENITY LAW

Clive E. Thirkill, M.A.

Brigham Young University, 1971

Adviser: Oliver R. Smith

The history and development of obscenity law is traced from its roots in English Ecclesiastical Statutues to modern American Constitutional Law.

The study makes a differentiation between general (or adult prohibitions) and three different types of specific prohibitions against obscene materials.

The thesis by an examination of a series of Supreme Court cases weighs the right of the individual to live in a decent and moral environment against the rights of freedom of speech and press as enumerated in the First and Fourteenth Amendments to the U.S. Constitution.

The study concludes that the judgment of the Court in the case of United States v. Roth is the only law of the land defining obscenity in the judgment of cases involving general prohibitions against pornographic materials.

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PUBLICATIONS GUIDELINES FOR SECONDARY SCHOOLS

Thomas C. Thompson, M.A.

University of Arizona, 1972

Adviser: George W. Ridge, Jr.

Guidelines have become a necessary element in the operation of most publications. The role of the high school publication has been an area of concern and frustration to school administrators, advisors, and editors. The need for publications guidelines, therefore, is particularly important at the high school level.

This thesis examines the role of student publications, discusses the procedures used to produce them, and delves into many of the problem areas affecting these publications.

The new style of present day high school newspapers, yearbooks, and magazines is discussed in depth. Other topics considered in the thesis include the underground press, specific ways of improving the quality of the content of school publications; censorship, the legal aspects of producing school publications, an analysis of the relationship between the principal, advisor, and staff, and methods of financing school publications.

The reactions of secondary school administrators, advisors, and student editors to the material contained in the guidelines was gathered through the use of a questionnaire mailed to each of the 135 public and private secondary schools within Arizona. A summary of the results of the questionnaire is contained in fourteen tables, and a copy of the questionnaire instrument and a tally of the data received from each respondent is included.

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THE WORKINGS OF THE "MASS LINE" THEORY AS A COMMUNICATION PROCESS IN THE INITIAL STAGE OF THE CHINESE CULTURAL REVOLUTION AUGUST 8-DECEMBER 31, 1966

Leung Tin-wai, M.A.

University of Wisconsin, 1972

Adviser: Wilmott Ragsdale

Communist China today gives honor to Mao's mass line and considers it a signifi-

cant strategy in nation building. The Cultural Revolution of 1966 is also regarded as a success of the mass line.

Mass line means in Mao's words to "take the ideas of the masses--scattered and unsystematic ideas--, and concentrate them--through study turn them into concentrated and systematic ideas--, then go [communicate] to the masses and propagate and explain these ideas until the masses embrace them as their own, hold fast to them and translate them into action, and test the correctness of these ideas in such action."

The thesis examines the mass line workings as a communication process in mobilizing the people in the Cultural Revolution, August 8 to December 31, 1966.

In a study of the chief national newspaper, Jen-min Jih Pao, of that period, the author found that the Cultural Revolution was proclaimed by the Party on August 8 in 16 points. They were worked out by the Party with people's delegates in Peking. At that time, the sub-leaders (the revolutionary masses, soldiers and peasant-worker activists) pledged the Party their earnest support. These sub-leaders went among the people in order to motivate them to join the revolutionary movement. The mobilization process was gradually worked out by the sub-leaders under the Party guidance. And in the process, the sub-leaders fully used the word-of-mouth communication to elaborate the Party directives in the media.

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AN AUDIENCE SURVEY OF KDIN-TV AND KIIN-TV, THE EDUCATIONAL STATIONS OF IOWA

Michael S. Turner, M.S.

Iowa State University, 1971

Adviser: Jack Shelley

The study of this audience was attempted through a mail questionnaire and a coincidental telephone survey. The mail questionnaire was sent to subscribers of a monthly program guide published by the two stations.

The purposes of the mail survey were to determine the characteristics of this select group of people, to compare them to other such ETV viewers, and to assess these people's feelings toward ETV and its offerings.

The telephone survey was conducted with a randomly selected sample in the viewing area of both stations. This survey was designed to determine how many people view ETV, how this viewership compares with the audience of commercial television in Iowa, and these viewers' reactions to ETV's programming.

The results of the mail questionnaire, which were based on an 86.7% return, showed that subscribers to ETV in Iowa, on the whole, are in the higher income brackets, are in the managerial and professional jobs, are involved in many civic, professional, and welfare organizations, and have completed either college or graduate school. These viewers also had favorable reaction to ETV's offerings.

As to the random telephone survey, a majority of those polled viewed ETV at some time and gave positive reactions toward ETV's programming.

From these two surveys it seems that ETV in Iowa is being viewed and that what is aired is to the liking of the audience.

Additional studies could probe by mail questionnaire a randomly selected audience of ETV viewers and could examine in depth various aspects of ETV programming.

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RACE OF A MESSAGE SOURCE, ITS EFFECT UPON THE ATTITUDE CHANGE OF PREJUDICED AND NON-PREJUDICED INDIVIDUALS, AND THE IMPLICATIONS FOR ADVERTISING

Phillip M. Turner, M.A.

University of Georgia, 1971

Advisor: Frazier H. Moore

A research experiment was conducted with 88 white college students (eight groups) to investigate the attitude change of high prejudiced and low prejudiced individuals with regard to a black or a white message source.

Attitude toward the topic of "rapid transit" was measured by means of the Semantic Differential before and after the presentation of a slightly persuasive, one-sided message on the topic. Subjects were shown a slide of either a black source or a white source and told that the person pictured had written the message. A source (black or white) was assigned to a group on a completely random basis. The Christie Forced Choice F Scale (short form) was used to determine the prejudice level of individual respondents.

Hypothesis one, stating that highly prejudiced whites would be less positively persuaded by the black source than by the white source, was rejected. The t-test used was significant at the .05 level ($t = 2.144$; $df = 30$).

Hypothesis two, stating that low prejudiced whites would be persuaded equally as well by the black and the white message sources, was accepted. ($t = .003$; $df = 28$; $p > .05$).

Highly prejudiced respondents were not found to be more negative toward the black source than toward the white source. ($t = 0.153$; $df = 30$; $p > .05$). This finding refuted the third hypothesis.

Hypothesis four, stating that highly prejudiced whites, as compared to low prejudiced whites, would have a more negative attitude toward the black source, was accepted. ($t = 2.649$; $df = 30$; $p < .05$).

The fifth hypothesis was accepted that low prejudiced whites would not be significantly different in their attitudes toward the black source or the white source. ($t = 0.842$; $df = 28$; $p > .05$).

It was concluded that the subjects "dissociated" the message from the source, and associated the message with the interviewer. The interviewer was perceived as a conservative. This may explain why the highly prejudiced subjects (usually conservative in nature) were more inclined to be persuaded by the message, while low prejudiced subjects (usually liberal), who probably had also dissociated the source and the message, were less inclined to agree with the apparently conservative interviewer. When asked to directly evaluate the message source (black or white), the highly prejudiced subjects were more negative than those in the low prejudice group.

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WHAT DID AGNEW REALLY SAY AT DES MOINES?

Stephen Alan Vance, M.J.
University of California, Berkeley, 1971
Adviser: Edwin R. Bayley

Vice President Spiro T. Agnew gave a speech attacking television news on November 13, 1969, in Des Moines, Iowa, before the Midwest Regional Republican Committee. The effect of the speech was to shake the foundations of the mass news media and to set off debate that ranged from strong approval of the Vice President's arguments to near hysterical defense of the news media. The speech was the first important attack made by the Nixon administration questioning the credibility of the press. There have been many other "Agnew productions" since this speech, but none has yet received so much attention. The subsequent speeches merely served to extend and amplify his original remarks. This thesis carefully examines the Des Moines speech and the questions it raises such as press control and freedom of the press. Persons seeking more specific information on parts of the speech or on national reaction to the speech should refer to the bibliography.

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JOURNALISM CERTIFICATION IN FLORIDA: TIME FOR A REVIEW

Vicki V. Van Eepoel, M.A.
University of Florida, 1971
Adviser: John V. Webb

This thesis reviews and assesses current minimum journalism certification requirements in Florida.

After surveying members of the Florida Scholastic Press Association (FSPA), an active organization of secondary school journalism teachers and publications advisers, and comparing Florida's requirements with those of every other state, it is concluded that Florida's minimum certification program combining suggestions by FSPA members with programs already established in Ohio and Indiana is recommended.

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THE BANTU-SPEAKING HERITAGE OF THE UNITED STATES

Winifred Kellersberger Vass, M.A.
University of Florida, 1971
Adviser: Harry H. Griggs

This thesis is a study in semantics that seeks to show that there is an active, largely unrecognized, body of African Bantu-origin vocabulary in current United States speech content.

Afro-Part I gives an informational survey of the ethno-historic background of Bantu-speakers with emphasis on the Bantu speech dynamic documentation for the Bantu-speaking origins of many of the slaves brought to the United States.

American-Part II presents the research results in four types of Bantu retentions: (1) Possible Bantu place-names in seven southern states, (2) Samples of Bantu speech survivals found in songs, folktales and worship formulas, with the suggested Bantu original and its English translation, (3) A vocabulary of more than 300 possible Bantu-origin words found in standard United States

dictionaries or other recognized sources, and (4) A listing of 1,350 Bantuisms recognized in Lorenzo Dow Turner's Africanisms in Gullah Dialect, 42.8 percent of the total Gullah vocabulary given by Turner.

The author's knowledge since childhood of the representative Bantu language, Luba-Kasai, furnishes the basis for this research. She is co-author of "The Tshiluba Textbook."

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WISCONSIN NEWSPAPER EDITORS' HANDLING AND USE OF ENVIRONMENTAL NEWS FROM THE STATE DEPARTMENT OF NATURAL RESOURCES (DNR)

William M. Vogt, M.S.

University of Wisconsin, 1972

Adviser: Herman Felstehausen

The DNR is the single most important source of environmental news among 121 editors (30 from daily newspapers, 91 from weeklies) who responded. They represented 116 papers.

The DNR's news release output during a one-month period (March 13-April 13, 1971) was oriented toward use and promotion of natural resources, and editors viewed their readers as mainly interested in these two aspects; but actual usage of DNR material printed by papers was oriented more toward preservation and regulation of natural resources.

Some 3,000 clippings from the Wisconsin Press Association yielded 775 instances of DNR releases appearing in print, with a use for the 116 papers of 51 percent. Data indicated that the editors would prefer to receive more localized material. "Bare facts" releases (1-2 pages, double-spaced) are preferred once per week, in depth material less often. Photos would receive more usage, if they were available.

Recreation was the most frequent single category among releases distributed by the DNR, news releases printed by Wisconsin newspapers, and the type of news the editors would prefer to receive most often in releases.

Among the recommendations to the DNR from this study is to establish a specialized communications section strongly oriented toward the agency's environmental protection function, and utilizing a variety of channels to establish a meaningful dialogue with state and local government units, as well as concerned individuals and media representatives.

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AN ANALYSIS OF LEVEL OF ACTIVITY AS IT RELATES TO INFORMATION SOURCE AND TWO-STEP FLOW OF COMMUNICATION IN A FORMAL ORGANIZATION

Carma Lois Wadley, M.A.

Brigham Young University, 1971

Adviser: Edwin O. Haroldsen

Communication is an essential part of any formal organization in helping to accomplish the stated aims and objectives of that organization. This study deals with the communication patterns of a particular formal organization--the Church of Jesus Christ of Latter-Day Saints. It deals specifically with the dissemination of program information among the Church members.

It was found that program information is dispersed according to a two-step flow process -- information comes from the media and

other people to certain opinion leaders and goes from them to other members of the Church. The bishop is the most important opinion leader for members of his ward; family and friends are also important. Activity level of the members plays a significant part in the flow of information. It was found that inactive members of the Church are uninformed about the programs and internal workings of the Church. It was found, too, that students participated to a less active degree than did townspeople Church members and were less informed about the programs of the Church.

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ETHNIC DISPARITY IN ISRAEL:
AN EXERCISE IN ANALYSIS OF
VARIANCE AND FACTOR ANALYSIS

Leah Wald, M.A.

Syracuse University, 1972

Adviser: William P. Ehling

Polarization between Israel's Oriental (Afro-Asian) and Occidental (European and American) Jews has recently been accented by emergence of the Black Panthers, a militant group protesting what they perceive as discrimination against Oriental Jews by the politically, culturally, and economically dominant minority of Occidental Jews. The Panthers have served to dramatize the assumed socio-economic and political disparities between the two ethnic groups, an issue long submerged by integrative bonds of national survival.

Assuming ethnic disparity, several areas for investigation were apparent: factual basis for the Black Panthers' discrimination charges; characteristics (variables) of ethnic disparity in Israel; presence of any new set of characteristics of disparity (variables), fewer in number but linearly associated with and accounting for variation in the original variables.

The study's purpose, thus, is threefold: 1) to compare characteristics of Oriental and Occidental Jews.

2) To test for statistically significant differences between means of the same variables earlier described as characteristics of the two groups. A simple one-way analysis of variance performed on the data confirmed the ethnic disparity; the "t" ration of 33 of 36 selected variables is highly significant at .001 level of significance.

3) To discover multidimensional aspects of ethnic disparity. Interpretation of results of factor analysis performed on 33 variables is that different factors revealed in each group index characteristics related to certain combinations of statistically correlated variables. These factors: a) clarify understanding of ethnic disparity by revealing clusters of associated variables differently organized in each of the two groups; b) provide helpful governmental guidelines for preparation of a scientifically-based program designed to cope with multidimensional aspects of the disparity.

Conclusions suggest that dimensions of the problem appear to be completely independent, demonstrating that efforts to integrate polarized groups should be based on differential--but simultaneous--treatments which consider all facets of ethnic disparity.

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BEN ROBERTSON, WAR CORRESPONDENT

William S. Walker, M.A.

University of South Carolina, 1971

Adviser: Perry J. Ashley

In the first three years of World War II a soft-spoken South Carolinian established himself among the first rank of correspondents covering the global conflict. This war correspondent was Benjamin Franklin Robertson, Jr., a native of Clemson. This paper deals with the eventful years of Robertson's life, 1940-1943, when he moved from one trouble spot to another, reporting on the war.

Working for the New York City newspaper, PM Robertson achieved fame in 1940 by sending back stirring dispatches about the besieged city of London. Robertson's 1941 book, I Saw England, about his experiences during the 'blitz,' was read by millions around the world when it was condensed for publication in Readers Digest. Later he reported from the Middle East and spent two months in Russia reporting on the 1942 Soviet-German campaigns. His last assignment was in India in 1942 where he reported not only the war but also the internal conflict and the spirit of nationalism that was sweeping India.

Robertson was a 1923 graduate of Clemson College and a 1926 graduate of the University of Missouri school of journalism. He traveled extensively after his graduation from Missouri, holding newspaper jobs in Hawaii and Australia. He worked five years for the New York Herald Tribune, 1926-1934, and two years for the Associated Press.

He resigned from his position with PM in 1943 to accept the job as Herald Tribune London bureau chief. He was returning to England in February, 1943 to assume his duties for the newspaper when the plane on which he was flying crashed into the Tagus River outside of Lisbon, Portugal. He was one of twenty-four people killed in the crash.

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NEWS DISSEMINATION IN A STATE CAPITAL

Francis E. Walsh, M.A.

University of Montana, 1972

Adviser: Warren J. Brier

Many studies analyze how the press reports the activities of the national government, but only a few examine the relations between the press and state government. This thesis explores the relations between the press and Montana governmental agencies in Helena during 1971.

Primary sources were (1) twelve interviews representing a selected sample of official news sources in Helena (public-information personnel or whoever was responsible for the information duties) and (2) interviews with all nine reporters who cover the capital full or part time.

Interview questions were essentially the same as those asked by Dan Nimmo in his Newsgathering in Washington, permitting a comparison of state and national government relations with the press.

The research indicated that with few exceptions state agencies in Helena do not place a high priority on informing the public. Most agencies do not allocate sufficient personnel or resources to the information function.

Several major agencies do not employ public-information personnel. Part-time information officers do not have the time or

training to do a professional job of informing the public.

Small dailies and weeklies in the state could improve their Helena coverage by sharing the expenses of a capital reporter.

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A CONTENT ANALYSIS OF COMMUNIST CHINESE EXTERNAL PROPAGANDA DURING THE THAW OF SINO-AMERICAN RELATIONS

Kai Wang, M.A.

University of South Carolina, 1972

Advisor: Kenneth Starck

From April to July of 1971, Sino-American relations seemed to be undergoing a dramatic change. An American table tennis team visited China. Shortly afterwards, President Nixon announced he would visit China by May 1972. These two incidents seemed to be a sign of the thawing of the Sino-American relationship. This study was designed to examine whether these two incidents appeared to have an impact on Communist Chinese external propaganda, specifically on Communist Chinese long-standing hostility toward the U.S.

The method used was analysis of three favorite symbols used by Communist Chinese: U.S., Nixon, and Imperialism. They were identified in New China News Agency materials and scored on a favorable-unfavorable continuum in a coding procedure that had 80-100 percent coding reliability.

The bulk of the findings suggest an overall fluctuating decline of Communist Chinese hostility toward the U.S. during the period of a few weeks before the Ping-Pong team invitation to the time of a few weeks after the Nixon announcement. The consistency of the Anti-American propaganda tone and yet the fluctuation in intensity of hostility may be explained in several ways. One, Communist China had to reaffirm its anti-imperialism ideology, thus, reasserting its leadership of the communist bloc and among the new nations. Two, the decrease of hostility toward the U.S. may have been aimed to encourage the U.S. to continue in the improvement of relations between Communist China and the United States.

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DEVELOPMENT OF BROADCASTING IN TAIWAN (1949-1970)

Steve Hwa-Kai Wang, M.A.

Brigham Young University, 1971

Adviser: Oliver R. Smith

A native of China, the writer drew from his own translations of source materials from Free China, including government documents, reports from broadcasting companies and advertising agencies, periodicals, and books. Although Chinese radio broadcasting began in Nanking in 1927, the removal of the Nationalist government to Taiwan in 1949 brought about a new beginning of radio there in that year. The radio system is commercially-based, similar to the pattern in the United States.

Television began in Taiwan in 1962, using Japanese equipment and financed by party and commercial sources. Color TV programming began on a limited basis in 1969.

Many educators, journalists, government officials and other leaders have expressed the hope that broadcasters, advertisers and other groups on the island would take more initiative and assume more responsibility for the entire broadcast industry in order that it may better serve the public. The broadcasting industry in Taiwan has had an

interesting history, and there is room for future development.

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ADVANCED PUBLISHING SYSTEMS PLANNING AND ANALYSIS, USING THE UNIVERSITY OF SOUTHERN CALIFORNIA AS AN EXAMPLE

John Wardlow, M.A.

University of Southern California, 1971

Advisor: Clarence N. Anderson

The study analyzed the feasibility of several alternatives to the University of Southern California's present means of physically producing its student newspaper and other publications. Emphasizing advanced composition systems utilizing mechanical or electronic photographic processes, the study considered these major areas: (1) Recent developments in printing technology; (2) The University of Southern California's publishing activities; (3) The student newspaper publication methods of other selected California colleges; (4) possible publishing systems the University of Southern California could adopt for its student newspaper and a comparative analysis of these alternatives; and (5) a survey of current opinions in journalism education of the extent to which printing technology is and should be included in the journalism curriculum.

Based on data obtained for the study, the University of Southern California would probably realize financial savings by establishing an on-campus composition facility for its student newspaper instead of continuing to contract for these services through outside vendors. The data also suggest that certain photocomposition systems may be best suited for many small and medium-sized publishers.

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HOMEMAKING FILMSTRIPS AND WISCONSIN HOMEMAKING TEACHERS

Barbara A. Ware, M.S.

University of Wisconsin, 1971

Adviser: Nellie McCannon

Homemaking teachers rank filmstrips as their most used audiovisual. And, they feel that 50 percent of those available to them satisfy their needs. Most of the AV producer/sponsors (92 percent) feel that their filmstrips satisfy teacher needs.

AV producer/sponsors say their most effective channel is magazines. Most teachers look for filmstrip information in the same magazines. AV producer/sponsors want teacher ideas. Nearly 40 percent send comment/evaluation cards with their filmstrips. Only 2.3 percent of the teachers ever respond.

Although the results were not significant in every case, in general, groups which communicate more, agree with and are more accurate in the assessment of their communicative partner than are low communicators. The continued communications between these groups to develop content for filmstrips and other audiovisuals should be encouraged, as the actual number of high communications was low.

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TEXAS MEDIA LAW: LIBEL, PRIVACY AND CONTEMPT

John Jerome Watkins, M.A.

University of Texas, 1971

Adviser: Norris G. Davis

The law of mass communication is a rapidly-changing field, and this thesis re-

presents an up-to-date report of the law in three areas affecting the news media: libel, invasion of privacy and contempt of court. Intended as a guide for the working Texas newsman, the thesis outlines Texas law and state court decisions and controlling federal and U.S. Supreme Court holdings. Although it focuses on the legal situation in Texas, the work has wider applicability because of numerous federal court decisions cited and discussed therein.

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A HISTORY OF NEWSPAPERS
IN WAYNE COUNTY, WEST VIRGINIA

Cecil Daniel Watts, M.A.

Marshall University, 1972

Advisor: C. A. Oliphant

Beginning with the Ceredo Crescent in 1857 and concluding with the Wayne County News, which is still being published in 1972, this study examines the histories of the five weekly newspapers that have served Wayne County, West Virginia.

Included are biographical sketches of C. B. Webb, who founded the Ceredo Crescent; P. B. Lewis and Joe Plymale, the first editors of the Wayne Advocate, forerunner of the Wayne County News; T. T. McDougal, editor and publisher for forty years of the Ceredo Advance and Kenova Reporter, and John Curtis, who began publication of the Kenova Press in 1925.

The concluding section is a detailed examination of the factors that contributed to the failure of four of the weeklies, and the elements that made the fifth and surviving paper a success. Most of the material came from newspaper files and direct communications with the men who either owned or edited the later publications.

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AN ANALYSIS OF
ADVERTISING SLOGAN AWARENESS
EFFECTIVENESS, AND CONSTRUCTION

Alan Jay Weiss, M.A.

University of Florida, 1971

Adviser: Leonard J. Hooper

Since television advertising today is so expensive, it is prudent that advertisers know the effectiveness of their messages. This thesis analyzes advertising slogans as components of effective TV commercials.

From advertising texts, the researcher formulated three hypotheses dealing with slogan awareness, effectiveness, and construction. To test the hypotheses, a questionnaire measuring slogan recognition and product usage was administered to a random sample of 200 Gainesville, Florida, housewives. Responses were coded and computer-analyzed, providing both frequency and cross-tabulation tables.

The results, which support the three hypotheses, indicate that effective slogans can help boost product sales, since a definite relationship exists between recognition and purchase of product. And in order to achieve this desired effectiveness, slogans must be meticulously written to achieve highest memorability.

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A COMPARISON OF A MODEL COLLEGE ADVANCEMENT PROGRAM WITH THE PUBLIC RELATIONS EFFORT AT SOUTH DAKOTA STATE UNIVERSITY

John W. Whalen, M.S.

South Dakota State University, 1972

Adviser: Ben C. Markland

The public relations of a college can be thought of as "the sum of all the impressions made by the institution." Although most colleges have practitioners working to build an image in alumni relations, fund raising and communications services, there generally has been no formal total program for controlling the impressions made by the institution by participation in policy-making. This paper presents the advancement concept as a complete public relations program and uses it as a model with which to compare the public relations effort of South Dakota State University.

The study analyzed the advancement concept through its evolution, current status and administrative structure. These same areas were examined at SDSU and the conclustions of the study were presented in the form of a plan for the improvement of the SDSU effort.

The plan provided that the three areas of advancement--alumni relations, development and communications services--should be put together into one program with a director in each area responsible to a coordinator who would be responsible to the president. The coordinator would have top-level administrative status and would be responsible for public relations policy, goals and objectives, planning, program, and evaluation of the effort.

The coordinator would assign each of the college's major publics to a member of his staff for planning and implementing a program that would prevent major communications gaps or public relations crises from developing.

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A COMPARATIVE CONTENT ANALYSIS OF THE "ELITE PRESS" OF JAPAN AND KOREA --DURING SIX SELECTED YEARS OF THE 1960s--

Chon B. Whang, M.A.

University of Southern California, 1972

Adviser: Theodore E. Kruglak

This study cross compared the Asahi Shimbun of Japan and the Dong-A Ilbo of Korea to determine short-term changes in their news concerning each others country. Specifically, two questions posed in the study were: 1) how have the newspapers reported on each others country during six selected years? and 2) has there been any increase in the volume of news concerning "the other country" since the rapprochement of 1965?

The first question dealt with descriptive content analysis of the two papers. The second question was tested through a null hypothesis based on a premise that news, by nature, is conflict oriented and, therefore, barring political restrictions or crisis situation, news flows independent of state relations.

The study yielded these results: There was a clear evidence that tension-creating conflict situations do spur upswing of news volume in the newspapers. Symbol analysis revealed that Asahi's concern up to 1965 was predominantly with Korea's political situations. The Korean paper directed most of its attention to repatriation to North Korea of

Korean residents in Japan; the Korea-Japan talks, and economic relations between the two nations. There has been a statistically significant rise in the use of positive symbols relative to "the other country" in both papers. However, Chi-square tests showed that the rapprochement did not bring about any significant changes in the volume of news flow--thus leading to accept the hypothesis of the study.

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THE RELATIONSHIP OF FOCUSED COMMUNICATION EXPERIENCES TO ATTITUDE CHANGE AND SOCIAL ADJUSTMENT: AN INTERNATIONAL CASE STUDY

Alvin D. Whitley, M.A.

University of North Carolina, 1971

Adviser: Michael E. Bishop

A case study of twelve foreign military officers attending a five-month staff and management course at a senior U.S. military college, this thesis utilizes a before-after panel interview to determine the relationship of a concurrent orientation program to the attitudes and adjustment problems of foreigners in the United States. The study depicts what occurred to the group during their five months in America and, through constructed individual profiles, what occurred to each participant. Analysis of the individual profiles provided some basis for questioning traditional interpretations of the attitudinal "U-Curve" for foreigners in the U.S. The study also found evidence that orientation programs which operate concurrently with academic schedules may have significant indirect effects upon both attitudes and social adjustment of foreigners studying in the U.S. Further, the study affirms that the mass media play a key role in shaping and changing attitudes of foreigners, while having little or no effect upon adjustment.

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A TRI-ETHNIC STUDY IN COLOR PREFERENCE AND COLOR PERCEPTION

Rolf T. Wigand, M.A.

Texas Tech University, 1972

Advisor: H. J. Hsia

From the literature review of color preference it seems justifiable to conclue that many studies are subject to criticism because of questionable testing techniques, methodology, statistical evaluation, design, and relevance. Consequently, their validity and reliability may be dubious. This study tested whether or not there were significant differences between ethnic, sex and age groups with respect to color preference. Earlier studies failed to present conclusive evidence to these three dependent variables. Since most previous studies used rank-order selection, preference values, or position indices, this study used the method of principle components.

The color preference test chosen was a modified Lüscher color test, consisting of eight colored cards. The study was conducted in Lubbock, Texas, with 365 (123 Anglos, 123 Blacks, 119 Chicanos) subjects. Ss were stratified by ethnic, sex and age groups. One-way ANOVAs were used to test whether or not there was a statistical significant difference in color preference between the ethnic groups and sex groups for which a significant difference in color preference between the ethnic groups and sex groups for which a significant difference was found for

both at the .01 level. To test the age groups a significant difference was found at the .25 level. In a multi-ANOVA between the first and second principle component, it was found there was a significant difference in color preference between the age groups at the .001 level (X^2-value of 39.99).

Recommendations are made to repeat the study in a more strictly controlled experimental setting with respect to control of hue, brightness and saturation, light source, viewing angle, response time and temperature.

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AN ANALYSIS OF THE TELEVISED AUCTION AS A MEANS OF FINANCING EDUCATIONAL TELEVISION

Jane Anne Williams, M.S.

University of Illinois - 1971

Adviser: Donald P. Mullally

Forbidden by the FCC to sell time to advertisers as commercial stations do, American educational television must rely largely on donations and subsidies from such sources as the Ford Foundation and the government for its existence. Unfortunately, these funds are often still inadequate to enable ETV to accomplish many of its goals, and stations continue looking for supplementary sources of income.

One method being used by some stations to increase their revenue is the televised auction. Local businessmen donate merchandise to a station, and the merchandise is then auctioned off on camera to TV viewers. The purpose of this study has been to see how extensive the use of televised auctions has become and how effective they are in raising funds.

Two surveys and a case study were undertaken in the course of this study. The first survey consisted of a questionnaire sent to each ETV station or group of stations in the United States to determine how many stations have held auctions and for how long. Those stations which indicated that they had held auctions became the basis of the second survey and were sent questionnaires to provide more detailed information about auctions. This was followed by a case study of station WGBH in Boston to show how one typical auction station conducts its auction.

The results of this study showed that auction use is increasing rapidly and that the televised auction can be an effective fund-raising method. It can raise a significant portion of a station's budget (up to 35-40%) while also having a beneficial effect on public relations. It is concluded that the role of the auction is a supplementary one--it cannot be used to provide the bulk of the funds needed by ETV but it can significantly augment the income of certain stations, making possible improved service to the TV audience.

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ERIC SEVAREID
THE VOICE OF REASON

Marda Paymar Winnick, M.A.

California State University, Northridge, 1972

Adviser: Michael C. Emery

Few people would deny that the news media influence our opinions but we often know little about the individuals behind the faces we see, the voices we hear and the words we read. Eric Sevareid has reported and analyzed the news for over thirty years and is one

of the most respected men in journalism. Yet surprisingly, very little has been written about him.

This thesis examines Eric Sevareid's views on various contemporary subjects and seeks to delineate some of the processes involved in the development of and, in some cases, the changes in these ideas.

The first section concerns the role of the journalist and Sevareid's outspoken views on the subject.

The next section covers domestic issues --broken down into various sub-topics. The first presents what Sevareid considers the most pressing problem this country faces. Moving on, the problems of blacks and overpopulation are examined, followed by a current view of unions in this country. The last item in this section is extremism, a subject of great concern to Sevareid.

The last major section covers Sevareid's opinions about foreign affairs and the relationship between the U.S. and other countries of the world. The chapter begins with a discussion about totalitarianism followed by communism. The U.S. role as a world policeman is then analyzed with particular emphasis on U.S. intervention in Korea, the Dominican Republic and Vietnam. Finally, his views on U.S. foreign aid policy are presented.

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AN ANALYSIS OF THE GATEKEEPING FUNCTIONS OF A TELEVISION NEWS ASSIGNMENT EDITOR

Richard C. Winter, M.S.

Iowa State University, 1972

Adviser: Jack D. Shelley

This study focused on the gatekeeper functions of an individual assignment editor employed at WGN television and radio, a non-network affiliated station in Chicago, Illinois. It was the author's desire to study such an editor, particularly one who worked in a large radio-television newsroom and who is not subject to the additional gatekeeping variables when the needs of a national network are involved.

In order to study these functions, the diary-observation method was used along with personal interviews with the assignment editor. During the four days of the study, it was found that the editor's chief functions are scanning news sources and making gatekeeping decisions regarding the dispatch of film crews to cover stories. Also, it was found that a nearly equal amount of the editor's time was spent in logistical considerations, such as getting film crews from one story to another.

Another part of the study involved the author asking the editor why he chose the stories he did for the film crews to cover. The editor's answers were then classified into five news value categories. The data showed that nearly half the stories covered fell into the Prominence category. It appeared that "who is involved?" was a major factor in the editor's decisions to cover a story.

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NEWSPAPER READING HABITS OF SOPHOMORES AT WILLOW GLEN HIGH SCHOOL

Gladys C. Wood, M.S.

California State University
San Jose, 1972

Advisers: Mrs. Dolores Spurgeon
LaMar Mackay

Media predictions for the future include

the newspaper each citizen may select in his own living room, via a push-button procedure for content. This study of 100 sophomores in English composition classes was undertaken to ascertain what their current reading habits were, as an indication of the type of news they would be likely to select in a future period.

Procedure involved pre-testing with a Quill and Scroll Current Events test for 1972, another quiz designed to give a picture of the student's current knowledge of a newspaper in general, and a third questionnaire, covering the student's media habits and interests.

Students then read a daily paper for sixty minutes, were quizzed on that paper, and indicated to the researcher which stories they read. All stories were categorized and charted for readership: boy, girl, and total.

Students also were questioned as to what they considered the most important problem in today's society, what kind of news they would like to read, and which stories they considered most important--locally, nationally, internationally--and most interesting in the paper they read in class.

The results of the Willow Glen survey were compared with those of the Quill and Scroll "What The Teenagers Read in the Hometown Daily Newspaper" and The Bureau of Advertising's Young People and the Newspaper.

Most of the Willow Glen students were reading at the level of a child only recently acquainted with a newspaper. As Dr. Wilbur Schram of Stanford University explained in his "The Nature of News," a child usually begins with comics and pictures, proceeds to the sports news, human interest stories, and sensational stories of crime and disaster--immediate reward news.

No correlation for good utilization of newspapers and high reading levels was noted. However, approximately one-third (43) students were reading below their grade level. All those students evidenced poor utilization and understanding of the paper for the day studied.

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CAMPAIGN SPENDING AND ELECTION SUCCESS: AN EMPIRICAL INVESTIGATION OF ACCESS TO THE MEDIA OF COMMUNICATIONS DURING POLITICAL CAMPAIGNS

Donald K. Wright, M.A.

Fresno State College, 1971

Adviser: William J. Ingenthron

Many journalists agree political candidates seek victory by utilizing financial resources to sway public opinion via the mass media. Yet related research--generally--had tended to question the effectiveness of such use.

This thesis attempts to use the survey approach to empirically evaluate such effectiveness in two specific situations: the California general elections of 1968 and 1970. Utilizing hypothetico-deductive procedures, a set of null hypotheses was formulated to measure the relationship between variables as incumbency, political affiliation, campaign advertising expenditures, etc., and election success as measured by votes received. Survey data was from a large random sampling of California assembly and Congressional candidates. Evaluation was via t-tests of statistical significance for differences in means of categories selected for comparison in

terms of the hypotheses.

Findings produced no statistical significance between differences in the amount of campaign spending amongst winners and losers, Democrats and Republicans, or incumbents and non-incumbents. Yet they are of consequence for at least three reasons: they subscribe to prior research-analysis of communications message effectiveness; they reject ideas now preached via many periodicals, and they show several trends of indulgence in areas of campaign communication which have received little mention.

Perhaps the most important finding was that most candidates placed limited emphasis on both electronic media advertising, and on campaign organization, turning instead to commercial printing modes as direct mail, billboards, posters, etc. In this regard, only one-third of the races studied showed evidence of electronic media advertising by both candidates.

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G-GP-R-X:
A Q-STUDY OF THE MOVIE INDUSTRY'S LATEST ATTEMPT AT SELF-REGULATION

Suzanne White Yeager, M.A.

University of Missouri, 1971

Adviser: Keith P. Sanders

This study, using Q-methodology, was designed to explore predominant attitudes toward the latest attempt of the Motion Picture Association of America at self regulation among the people who are affected by the movie ratings. The study focused on five major areas that included attitudes on censorship, the G-GP-R-X rating system per se, obscenity, artistic elements of the film medium, and capabilities of adolescents.

Fifty-two individuals Q-sorted 48 self-referent statements that were obtained from depth interviews and relevant literature. The sample consisted of teenagers, parents of teenagers, parents of young children, legislators, police officers, students, movie exhibitors, film critics and professors.

Two predominant attitudes were found to exist among this sample. The first of these was unique to parents. The predominant attitude expressed by respondents on this factor was concern for the well-being of children. The second attitude was liberal oriented. The respondents on this factor indicated that they saw the ratings as a form of censorship that inhibits both the filmmaker and the audience.

The study also found two additional attitudes among parents. One group of respondents expressed a cynical attitude toward the G-GP-R-X system. Another group, also parents, had a skeptical reaction to the ratings.

This study also indicated that people do not use the ratings as the MPAA intended the G-GP-R-X system to be used. Parents use the ratings solely as a reinforcement for opinions that they have derived from reading reviews or from talking with friends. Another consensus item among the sample is the rejection of the suggestion of governmental control over the movie industry.

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A STUDY OF NEWS REPORTING IN COMMUNIST CHINA'S PEOPLE'S DAILY FOLLOWING THE TWO NUCLEAR EXPLOSIONS IN 1964 AND 1967

Alex Shih-tsen Young, M.A.

Brigham Young University, 1971

Adviser: Oliver R. Smith

A study of the reporting of Communist China's two significant nuclear explosions in the People's Daily during 1964 and 1967 showed the two explosions received the greatest amount of the coverage in the People's Daily. Other countries' responses to the first nuclear explosion were more enthusiastic than those after the second explosion in 1967. Responses of the Soviet Union and Eastern European Communist countries were not reported by the People's Daily following either explosion.

Three American newspapers and two magazines which were selected to compare with the People's Daily during these two nuclear explosions indicated the coverage in New York Times, San Francisco Examiner, and Los Angeles Times was more adequate than in Time and U.S. News & World Report. The American newspapers and magazines were more analytical and concise while reporting Communist China's important events. On the other hand, the People's Daily was dogmatic and subjective in the coverage of these two nuclear explosions.

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A CASE STUDY OF THE EMERGENCE OF PERSONAL JOURNALISM

Gerry Bradford Young, M.A.

University of Georgia, 1971

Advisor: Frazier Moore

The purpose of this study was to illustrate through selected examples of photographs the emergence of personal journalism. Personal journalism, as exemplified by photographs, can be defined as pictures that reveal the common traits of humanity and force the reader to relate emotionally to the objects observed. This variation in photographic usage reflects a change that has occurred throughout the field of journalism from the cold, structured method of reporting to the new, informal, and in-depth approach.

The photographs presented in Life magazine were chosen for observation in this study. The facets of Life's reporting that were analyzed were (1) the major wars involving the United States which have occurred while Life has been in print; that is, World War II, the Korean War, and the Vietnam War, (2) natural disasters, such as floods, earthquakes, and hurricanes, and (3) national elections, including the Presidential and Vice-Presidential elections from 1936-1968.

A summary of Life's picture coverage showed a change toward personal journalism in all three areas; however, the degree of change does seem to vary with the subject matter. The coverage of the wars showed a greater amount of change in presentation in comparison to the reporting of the natural disasters or national elections. The war coverage not only illustrated a change in Life's reporting, but it affected the entire

magazine industry.

The reporting techniques of natural disasters did not change as rapidly as did the methods of presenting the wars or national elections. Evidence of the progression toward more personal journalism did appear in the middle 1950's, but it was not until the late 1960's that the changes became more profound.

It was also the decade of the 1950's that brought about the change in the national election coverage. During this time, the enlargement of the public's conception of the Presidency was probably due to a large degree to the more intimate public acquaintance with Presidential personalities through more personal journalism in the mass communications.

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PEOPLE: A CREATIVE DEFENSE OF THE MULTIPLE COLUMN MUGSHOT

Henry A. Young, M.S.

University of Kansas, 1972

Adviser: Gary M. Mason

The basic premise is that the multi-column mugshot can be used as another form of reported speech, another mode of communication. The conventional one-column mugshot serves a limited purpose. This thesis examines, in pictures, some of the potential uses of the multi-column mugshot.

Paralleling on film the philosophy of "advocacy journalism" in print, the thesis reinforces the notion that the photographer comes to a subject with his own set of biases and interests, his own cultural awarenesses, his own talents. Nor do the subjects enter the arena of photography naked. They come trailing prejudices similar to the photographer's.

The relation between photographer and subject is an implicit theme of this thesis. It illustrates the visual alchemy at work during the making of a picture. The process is subtle and arguable. The results are real. The author evaluates them in his own pictures of people.

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A CONTENT STUDY OF FIVE INFLUENTIAL U.S. DAILY NEWSPAPERS--WITH SPECIAL ATTENTION TO COMMENT REGARDING THE U.S. ARMED FORCES IN A HISTORICAL CONTEXT (1937-49)

Robert A. Young, M.A.

University of Wisconsin, 1971

Adviser: Scott M. Cutlip

The study involved a content analysis of comment concerning the U.S. armed forces found in five influential daily newspapers between 1937 and 1949. Observed comment was limited to three types: editorials, letters to the editors and feature articles. The newspapers examined were: the New York Times, the Washington Post, the Chicago Tribune, the Los Angeles Times and the Milwaukee Journal. The study sampled the first month of each quarter of each year in the time frame chosen.

The research was directed at a test of four hypotheses regarding what these dailies printed about the military organization. The testing analyzed the quantitative amount, direction and focus of the comment. The primary hypothesis was a test of the writer's "Tommy theory." This theory suggested that the general civilian attitude toward the military fluctuates depending upon the degree of stress that the country is encountering in the arena of international politics. In war-

time military personnel are accepted and respected, but in peacetime the civilian reaction is less than favorable.

The evidence showed that the Washington Post led the other four newspapers in the amount of observed comment directed at the armed forces. It was also determined that there was a significant range of difference in the amount of military comment found in the five dailies.

The directional findings showed that four of the five newspapers were favorable in their military comment. Three of these were strongly so (near 70 percent favorability). One, the Washington Post, was mildly favorable (58.7 percent). Only the Chicago Tribune was less than 50 percent favorable (42 percent).

Seven operational sub-categories were established to examine focal emphasis. These were: social, economic, political, leadership, management, strategy and combination. Management and strategy led all sub-categories in each newspaper examined with a single exception.

The research findings implied a limited correlation between the "Tommy theory" and the newspaper comment observed. Comment was found to be highly favorable to the armed services during World War II and a significant drop was seen in the postwar period. However, prewar comment was mixed and fluctuating and offered no firm support to the theory.

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CHRISTIANITY TODAY AND THE ISSUES OF THE RACIAL CONFLICT AND ECONOMIC CAPITALISM BETWEEN 1956 AND 1968

Robert Stephen Zawoysky, M.A.

Michigan State University, 1972

Adviser: W. Cameron Meyers

Christianity Today became an influential religious publication almost from its first issue in October, 1956. With one of the largest circulations among religious periodicals, Christianity Today from 1956 through 1968 dealt not only with theological issues but also with issues in the realm of government, economics, and social concern.

This study analyzes the editorial treatment of the issues of racial conflict and economic capitalism in the United States by Christianity Today magazine during the editorship of Carl F. H. Henry, 1956-1968.

The two issues discussed were major national and international concerns during this period. The opinion of this influential publication deserves analysis.

Although no significant change was noted in the editorial policy dealing with economic capitalism, a definite change was discovered with regard to the treatment of the racial conflict. The change occurred in 1964. State's rights was de-emphasized, while human and constitutional rights became primary concerns.

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THE RELATION OF VERBAL CONTEXT TO INTERPRETED MEANING OF SOME ARCHAIC NEW TESTAMENT WORDS: SOME SEMANTIC IMPLICATIONS

Dean R. Zimmerman, M.A.

Brigham Young University, 1971

Adviser: Oliver R. Smith

The null hypothesis of this thesis was stated: The correct meanings of archaic New Testament words are ascertained no more frequently when placed in verbal context than when standing alone.

An experiment was designed, dividing the sample population into Group A, the control, and Group B, the experimental group. To Group A was given a multiple-choice test instrument in which they were to select a word which they considered to be most synonymous with an archaic New Testament word. Group B was given the same instrument containing New Testament passages where the archaic word would be found in context.

The sample included only members of The Church of Jesus Christ of Latter-day Saints between the ages of 18 and 30 years. The quota sampling method was used, drawing from seven Institutes of Religion in the Los Angeles (California) Division of Seminaries and Institutes.

The mean score among the 118 subjects in Group A was 9.31, whereas the mean score for 106 subjects in Group B was 23.28. The z score difference of means, -22.775, was valid at far more than the .002 level of significance. The null hypothesis must be rejected.

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FILM CRITICISM IN AMERICA

Richard Zoglin, M.J.

University of California, Berkeley, 1972

Adviser: David Littlejohn

In the past few years film criticism has become more widely available and more widely read and discussed than ever before. Film criticism is being taken more seriously today by the audience, by the press, and by the critics themselves. During the 1960's several major magazines began running film reviews for the first time; others have greatly increased the amount of space they devote to the movies. And film reviews themselves have improved markedly; they are generally more serious and intelligent today than they were a decade ago.

This thesis focuses on the "boom" in film criticism and attempts to account for some of the factors which led to it. It then analyzes the change that film criticism has undergone in the past few years, by comparing the reviews in several major newspapers and magazines during two years--1959 and 1971. It finds that popular film criticism has changed in several important ways: it has become more conscious of cinematic style, more aware of the film director as a creative force, more concerned with the larger context of each particular film (such as its place in film history), and more conscious of the critical task itself. The thesis concludes with a look at a few individual film critics who represent the variety of approaches to film criticism today.

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